C7715-3

SEPTEMBER
1989

pocket summary

of registrations

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '89 vs '88	% 2ND	
	1989	1988		1989	1988
CHRYSLER	16316	21100	77.33	1.71	2.26
LeBaron	8431	10454	81.58	.90	1.11
New Yorker/Saion	6512	8216	79.26	.68	.88
5th Ave	698	1671	41.72	.07	.18
Imperial	-	-	-	-	-
DODGE	42186	42844	98.46	4.40	4.57
Daytona	5456	5922	91.29	.57	.63
Shadow	7283	8000	113.41	.94	.86
Spirit	4631	-	-	.59	-
Dynasty	6577	6315	176.77	.90	.67
Aries	7045	8310	44.67	.32	.74
PLYMOUTH	17819	23344	112.34	1.54	1.19
Horizon	6577	7474	88.20	.69	.80
Sundance	10976	8894	135.61	1.15	.86
Acclaim	8416	-	-	.88	-
Reliant	7263	8107	17.78	.32	.85
Laser	1873	-	-	.20	-
EAGLE	7657	6460	118.22	.80	.59
Premier	4561	3946	115.59	.48	.42
Talon	927	-	-	.10	-
CHRYSLER MTRS CORP	99956	100548	99.41	10.45	10.70
FORD	14473	13758	105.22	15.12	14.69
Escort	13601	13652	85.24	3.55	4.25
Probe	12352	9488	130.19	.29	.91
Mustang	12957	12758	101.61	1.35	1.31
Tempo	21722	24930	87.13	2.27	2.66
Taurus	29817	25656	116.30	3.12	2.74
Crown Victoria	12869	8693	148.27	1.35	.93
Thunderbird	14213	10339	137.47	1.49	1.10
LINCOLN	16506	18711	88.22	1.73	2.00
MERCURY	48401	42905	112.81	5.06	4.57
Topaz	7678	7818	98.21	.80	.83
Sable	10110	9301	108.70	1.06	.99
Cougar	11857	9726	121.91	1.24	1.04
Grand Marquis	12951	10315	125.60	1.35	1.10
LINC/MERC DIV	65503	62798	104.31	6.85	6.70
FORD MOTOR CO	210176	200557	104.80	21.97	21.39
BUICK	53785	54606	98.68	5.62	5.81
Skyhawk	1456	1791	81.30	.15	.19
Somerset/Skylark	3833	5146	74.49	.40	.55
Century	13500	13713	98.45	1.41	1.46
Regal	7456	12441	59.93	.78	1.33
Lesabre	18659	10660	156.28	1.95	1.14
Riviera	1576	566	278.45	.16	.06
Reatta	675	4402	157.91	.07	.04
CADILLAC	26573	22527	117.07	2.76	2.40
Allante	268	271	98.89	.03	.03
Eldorado	2712	3062	88.57	.28	.33
Seville	1244	1710	72.75	.13	.18
CHEVROLET	117482	115797	101.46	12.30	12.34
Prizm	8411	-	-	.88	-
Celebrity	6939	20831	33.31	.73	2.22
Lumina	12804	-	-	1.34	-
Corsica	12948	12741	101.62	1.35	1.36
Beretta	12711	13307	95.52	1.33	1.42
Cavalier	25800	24901	107.63	2.62	2.65
Camaro	7219	7443	96.91	.75	.79
Corvette	3005	1710	175.73	.31	.18
OLDSMOBILE	67286	65346	102.97	7.01	6.97
Calais	10319	9282	111.17	1.08	.99
Cutlass Ciera	25187	24412	103.17	2.63	2.61
Cutlass	10743	12476	86.11	1.12	1.33
Toronado	1068	1170	91.28	.11	.12
PONTIAC	65179	62042	105.06	6.81	6.62
Sunbird	9741	6774	143.80	1.02	.72
Grand Am	20978	16286	128.81	2.18	1.74
6000	6686	7851	85.16	.70	.84
Bonneville	8786	7112	123.54	.92	.76
Firebird	4119	4513	91.27	.43	.48
Grand Prix	10986	10840	93.14	1.06	1.16
GENERAL MTRS CORP	330126	320240	103.09	34.52	34.14
Misc Domestic	19	49	38.78	-	.01
Other Import	316207	316632	99.87	33.06	33.76
U S TOTAL	956486	937626	101.99		

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UNITED STATES SUMMARY
SEPTEMBER 1989 ISSUED 11/89

R 9-89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 vs '88	% INC		YEAR END
	1989	1988		1989	1988	1988
CHRYSLER	162106	224870	72.09	2.11	2.81	263848
LeBaron	74074	115294	64.25	.96	1.44	140619
New Yorker/Salon	70920	68060	104.20	.92	.85	94741
5th Ave	11141	33759	33.00	.15	.42	38648
Imperial	-	-	-	-	-	-
DODGE	359422	377783	95.14	4.67	4.72	496416
Daytona	56522	57979	97.49	.74	.72	70412
Shadow	64157	68044	94.29	.84	.85	89259
Spirit	50095	-	-	.65	-	2438
Dynasty	88031	50453	174.48	1.15	.63	76834
Aries	31160	76573	40.69	.41	.96	101368
PLYMOUTH	235611	253804	92.83	3.07	3.24	333224
Horizon	35115	46883	74.91	.45	.59	59777
Sundance	67327	64879	104.70	.89	.81	87320
Reliant	61561	-	-	.80	-	2273
Reliant	10783	87721	35.09	.40	1.09	110524
Laser	13191	-	-	.17	-	-
EAGLE	56567	44442	127.28	.74	.55	62030
Premier	35287	26755	131.90	.46	.33	37534
Talon	1304	-	-	.02	-	-
CHRYSLER MTRS CORP	817706	906833	89.72	10.59	11.32	1178518
FORD	1205571	1205668	100.12	15.75	15.05	1571815
Escort	272349	291620	93.39	3.55	3.64	384992
Probe	108038	37740	286.27	1.41	.47	68129
Mustang	157075	153604	102.63	1.78	1.67	169561
Tempo	182927	212224	85.25	2.36	2.65	276714
Taurus	277143	294371	92.99	3.56	3.67	376971
Crown Victoria	87715	87128	100.67	1.14	1.09	113349
Thunderbird	95399	97628	97.72	1.24	1.22	118518
LINCOLN	147644	139441	105.88	1.92	1.74	190506
MERCURY	376453	376159	100.08	4.90	4.69	481396
Topaz	69094	63103	109.49	.90	.79	85945
Sable	90194	92978	97.01	1.17	1.16	118140
Cougar	80372	86894	92.49	1.05	1.08	102424
Grand Marquis	89618	87325	102.63	1.17	1.09	115160
LINC/MERC DIV	533738	524015	101.86	6.95	6.54	684187
FORD MOTOR CO	1743309	1729683	100.79	22.70	21.59	2262002
BUICK	430293	434524	99.03	5.60	5.42	578652
Skyhawk	15549	20590	75.52	.20	.26	26080
Somerset/Skylark	49337	46682	105.69	.64	.58	58037
Century	103773	92235	112.51	1.35	1.15	130383
Regal	84743	93202	89.47	1.84	1.16	123211
Lesabre	111397	102519	108.66	1.45	1.28	133637
Riviera	15089	8956	216.63	.20	.09	11289
Reatta	5925	2307	256.83	.08	.03	3893
CADILLAC	203881	190630	106.95	2.65	2.38	259772
Allante	2276	2609	87.24	.03	.03	3191
Eldorado	24299	22703	107.03	.32	.29	30766
Seville	18035	16276	110.81	.23	.20	22184
CHEVROLET	1468207	1160198	92.07	13.92	14.49	1466932
Prizm	42028	-	-	.55	-	496
Celebrity	131365	193780	67.80	1.71	2.42	252447
Lumina	51381	-	-	.67	-	-
Corsica	158479	160711	98.61	2.06	2.01	194709
Beretta	123160	146455	84.09	1.60	1.83	180181
Cavalier	231797	235610	98.38	3.04	2.93	306969
Camaro	83929	74123	113.23	1.09	.93	99072
Corvette	17261	18172	94.99	.22	.23	22928
OLDSMOBILE	487466	540079	90.26	6.35	6.74	708449
Calais	75480	80280	94.02	.98	1.00	104843
Cutlass Ciera	159903	181673	88.02	2.09	2.27	235522
Cutlass	78155	77555	100.77	1.02	.97	112127
Toronado	6383	12310	51.85	.08	.15	15054
PONTIAC	554567	573074	96.77	7.22	7.15	759594
Sunbird	76310	61192	124.71	.99	.76	82090
Grand AM	163412	171031	95.55	2.14	2.14	226053
6000	56360	74104	76.06	.73	.92	96750
Bonneville	70808	83000	85.31	.92	1.04	107055
Firebird	47805	45249	105.65	.62	.56	57421
Grand Prix	90960	67553	134.65	1.18	.84	97733
GENERAL MTRS CORP	2744599	2898697	94.68	35.74	36.18	3776348
Misc. Domestic	116	111	104.50	-	-	156
Other Import	2378589	2476512	96.05	30.97	30.91	3265907
U S TOTAL	7680319	8011902	95.86			10475931

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% INC	YEAR TO DATE		% '89 VS '88	% INC	
	1989		1989	1988		1989	1988
Chevrolet	142040	26.79	1029281	1001198	102.80	26.30	26.30
Chrysler	675	.14	675	-	-	.02	-
Dodge	44902	9.10	421068	441543	95.36	10.76	11.16
Ford	137612	27.90	1134530	1152478	98.44	29.01	29.09
Freightliner	2161	.44	13926	11467	121.49	.51	.44
G.M.C.	28991	7.90	286456	292855	97.81	7.32	7.40
Hino	215	.04	1670	1544	108.16	.04	.04
Isuzu	10551	2.13	76499	65623	116.56	1.95	1.66
Iveco	259	.05	1661	1746	95.25	.04	.04
Jeep	27665	4.84	191117	182695	105.59	4.84	4.62
John Deere	528	.11	5386	5011	107.48	.14	.13
Kenworth	1750	.35	14814	12227	121.16	.38	.31
Mack/Midliner	2064	.42	20156	18859	106.88	.51	.48
Mercedes Benz	190	.04	1603	2311	69.62	.04	.06
Mitsubishi Fuso	299	.06	2542	1946	130.63	.06	.05
Navistar	7074	1.45	60127	52421	96.32	1.54	1.58
Oldsmobile	1	-	1	-	-	-	-
Peterbilt	1521	.31	13941	12163	114.67	.36	.31
Plymouth	14513	2.98	143397	148648	96.47	3.66	3.76
Pontiac	9	-	9	-	-	-	-
Scania	11	-	96	122	78.69	-	-
UD	184	.03	1454	1034	140.62	.04	.03
Volvo	174	.04	940	1279	73.49	.02	.03
Western Star	127	.03	1152	1090	105.69	.03	.03
WHITEGMC	1450	.29	12914	8010	161.22	.33	.20
Other Imports	62104	12.59	466821	520764	89.64	11.93	13.15
Miscellaneous Domestic	337	.07	2735	4717	57.96	.07	.12
U. S. Total	493309		3913071	3956033	98.86		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chevrolet	588099	408701	19291	1652	115	5244	5908	271
Chrysler	675	-	-	-	-	-	-	-
Dodge	317730	103338	-	-	-	-	-	-
Ford	550414	522445	-	18340	-	7205	24771	11355
Freightliner	-	-	-	-	-	-	-	19920
G.M.C.	138081	129065	1791	929	2969	4385	8708	567
Hino	-	-	150	-	342	374	804	-
Isuzu	70921	-	3996	452	168	472	490	-
Iveco	-	4	974	394	198	93	-	-
Jeep	192410	707	-	-	-	-	-	-
John Deere	-	1	344	4088	947	-	-	-
Kenworth	-	-	-	-	-	-	346	14480
Mack/Midliner	-	-	-	-	-	2207	2397	15532
Mercedes Benz	-	-	-	-	-	668	941	-
Mitsubishi Fuso	-	-	1325	-	497	536	184	-
Navistar	-	-	-	79	109	6979	27498	25462
Oldsmobile	1	-	-	-	-	-	-	-
Peterbilt	-	-	-	-	-	-	614	13333
Plymouth	143397	-	-	-	-	-	-	-
Pontiac	9	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	96
UD	-	-	364	-	506	232	352	-
Volvo	-	-	-	-	-	-	744	198
Western Star	-	-	-	-	-	-	-	1152
WHITEGMC	-	-	-	-	-	-	-	12914
Other Imports	455365	1462	-	-	-	-	-	-
Miscellaneous Domestic	385	675	-	-	-	-	2	1731
Total	2467487	1165405	28235	25934	5851	28395	73759	117005
1988 Total	2550595	1095106	26703	19271	6912	44809	67619	106018
1989 vs '88	96.75	106.71	96.21	134.58	84.65	63.37	109.76	109.54

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	39219	.51	38066	.48
Chevrolet Spectrum/Storm	50899	.66	57158	.71
Chrysler Conquest	4946	.06	7755	.10
Dodge Colt DL/SW	23542	.31	33590	.42
Dodge Colt Vista SW	5528	.07	7865	.10
Eagle Medallion	4251	.05	10921	.14
Eagle Summit	15709	.20	685	.01
Ford Festiva	54325	.71	51353	.64
GM Lotus	185	-	192	-
L-M X84	3946	.05	4102	.05
L-M Scorpio	5695	.07	4315	.05
Mercury Capri	-	-	-	-
Mercury Tracer	47175	.61	47014	.59
Plymouth Colt DL/SW	21649	.28	29344	.37
Plymouth Colt Vista SW	5097	.07	7222	.09
Pontiac LeMans	42628	.56	44767	.56
T/C By Maserati	1022	.01	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	325816	4.24	341147	4.26
OTHER IMPORTS				
Acura	109914	1.43	95542	1.20
Audi	14696	.19	19128	.24
BMW	50939	.66	55854	.70
Honda	438455	6.49	438556	6.22
Hyundai	147750	1.92	207606	2.59
Infiniti	3	-	-	-
Isuzu	14021	.18	20296	.25
Lexus	1857	.02	-	-
Mazda	174512	2.27	196857	2.46
Mercedes Benz	54921	.72	64550	.81
Mitsubishi	69904	.91	48098	.60
Nissan	365824	4.76	358192	4.47
Saab	27035	.35	31158	.39
Subaru	110828	1.44	116679	1.46
Toyota	507615	6.61	480359	6.00
Volkswagen	95917	1.26	132524	1.65
Volvo	77743	1.01	72972	.91
Others	55655	.72	77096	.96
Total Other Imports	2378589	30.97	2476512	30.91
GRAND TOTAL ALL IMPORT CARS	2704405	35.21	2817659	35.17

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	23357	.60	43839	1.11
Dodge RAIDER	6636	.17	5450	.14
Chevrolet GEO TRACKER	6590	.17	-	-
OTHER IMPORTS				
Isuzu	70921	1.81	60901	1.54
Mazda	90062	2.30	74817	1.89
Mitsubishi	30454	.78	39533	1.00
Nissan	115152	2.94	128758	3.25
Suzuki	21815	.56	54011	1.36
Toyota	202170	5.17	216114	5.46
Volkswagen	3772	.10	5021	.13
Others	3406	.09	2510	.06
Total Other Import Trucks	537752	13.74	581665	14.70
GRAND TOTAL ALL IMPORT TRUCKS	574335	14.68	630954	15.94

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED"

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10477863	5209267

SEPTEMBER 1989 ISSUED 11/89

R. L. POLK & CO. R.9-89

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OCTOBER
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% CHG VS '88	% IND	
	1989	1988		1989	1988
CHRYSLER	15719	17800	88.31	1.91	2.20
LeBaron	7795	7656	101.79	.88	.95
New Yorker/Salon	6653	7980	85.25	.85	.98
5th Ave	377	1523	24.75	.05	.19
Imperial	67	-	-	.01	-
DODGE	55472	38116	95.08	4.43	4.73
Daytona	4425	4537	97.53	.55	.56
Shadow	6872	6619	100.80	.83	.82
Spirit	7201	-	-	.90	-
Dynasty	7887	7599	103.40	.98	.94
Aries	2039	2871	26.67	.25	.35
PLYMOUTH	26547	24452	108.57	3.32	3.03
Horizon	5053	4927	62.22	.58	.61
Sundance	7344	6877	107.88	.85	.85
Acclaim	8516	-	-	1.07	-
Reliant	2435	8052	30.24	.30	1.00
Laser	1645	-	-	.21	-
EAGLE	6204	5858	106.27	.78	.72
Premier	2876	5795	76.66	.36	.46
Talon	1510	-	-	.19	-
CHRYSLER MTRS CORP	83942	86206	97.37	10.50	10.68
FORD	124438	122136	101.89	15.56	15.12
Escort	28448	32212	88.31	3.56	3.99
Probe	10650	9757	109.15	1.33	1.21
Mustang	10041	11560	86.39	1.26	1.41
Tempo	20475	22395	91.42	2.56	2.77
Taurus	30058	25395	118.36	3.76	3.14
Crown Victoria	7364	8574	87.94	.92	1.06
Thunderbird	11221	12265	154.01	1.40	1.52
LINCOLN	15582	16124	96.64	1.95	2.00
MERCURY	35478	35916	98.78	4.43	4.45
Topaz	6570	7201	91.24	.82	.89
Sable	8613	8549	101.45	1.08	1.06
Cougar	7640	5964	128.10	.96	.74
Grand Marquis	8331	9265	89.92	1.04	1.15
LINC/MERC DIV	51088	53016	96.36	6.39	6.57
FORD MOTOR CO	175526	175151	100.21	21.95	21.69
BUICK	42470	49409	85.96	5.31	6.12
Skyhawk	978	1878	52.08	.12	.23
Somerset/Skylark	4170	3875	107.61	.52	.48
Century	11245	12413	90.57	1.41	1.54
Regal	5639	11197	50.90	.71	1.39
Lesabre	11973	10708	111.81	1.49	1.33
Riviera	1346	1065	126.38	.17	.13
Reatta	602	483	124.64	.08	.06
CADILLAC	24178	20707	116.75	3.02	2.56
Allante	278	226	123.01	.03	.03
Eldorado	2300	2693	85.41	.29	.33
Seville	1279	1702	75.15	.16	.21
CHEVROLET	100867	96223	104.83	12.63	11.92
Prizm	8869	-	-	1.11	-
Celebrity	5737	17731	21.08	.47	2.20
Lumina	15531	-	-	1.94	-
Corsica	11497	9960	115.43	1.44	1.23
Beretta	9112	9884	92.19	1.14	1.22
Cavalier	25200	21877	115.19	3.16	2.71
Camaro	5638	6375	88.44	.71	.79
Corvette	2228	1517	146.87	.28	.19
OLDSMOBILE	48036	56943	84.36	6.01	7.05
Calais	7398	7528	103.59	.98	.93
Cutlass Ciera	16394	19395	84.53	2.05	2.40
Cutlass	8189	11518	71.10	1.02	1.43
Toronado	1053	1020	103.24	.13	.13
PONTIAC	52859	59766	88.44	6.61	7.40
Sunbird	8914	6475	137.67	1.11	.80
Grand AM	17855	16551	108.67	2.21	2.05
6000	5216	7431	70.19	.65	.92
Bonneville	6971	7751	89.94	.87	.96
Firebird	2947	3941	74.78	.37	.49
Grand Prix	8279	10425	79.41	1.04	1.29
GENERAL MTRS CORP	268447	283068	94.83	33.58	35.05
Misc. Domestic	30	14	214.29	-	-
Other Import	271597	263060	103.25	33.97	32.58
U.S. TOTAL	799542	807499	99.01		

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UNITED STATES SUMMARY
OCTOBER 1989 ISSUED 12/89

P. 9-89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% INC		YEAR END 1988
	1989	1988		1989	1988	
CHRYSLER	171825	242870	73.28	2.10	2.75	283848
LeBaron	81867	122950	66.59	.95	1.39	140610
New Yorker/Salon	7723	7600	102.21	.92	.86	9474
5th AVE	11518	35282	32.65	.14	.40	38048
Imperial	67	-	-	-	-	-
DODGE	394894	415899	94.95	4.66	4.72	496416
Daytona	60947	62515	97.49	.72	.71	70472
Shadow	70629	74683	94.66	.84	.85	89259
Spirit	5729	1	-	.68	-	2438
Dynasty	95888	58052	165.18	1.13	.66	76834
Aries	33259	84444	39.39	.39	.96	101360
PLYMOUTH	262158	284256	92.23	3.09	3.22	333224
Horizon	36166	51790	69.85	.43	.59	59777
Sundance	75071	71756	104.62	.88	.81	87320
Acclaim	7007	-	-	.83	-	2273
Reliant	33218	95773	34.68	.39	1.09	110524
Laser	14856	-	-	.17	-	-
EAGLE	62771	50280	124.84	.74	.57	62030
Premier	38162	30508	125.09	.45	.35	37534
Talon	2814	-	-	.03	-	-
CHRYSLER MTRS CORP	897648	993105	90.39	10.59	11.26	1175518
FORD	1334009	1327803	100.47	15.73	15.06	1537815
Escort	300797	323832	92.89	3.55	3.68	384992
Probe	11688	47497	24.59	1.40	.54	68129
Mustang	147116	144964	101.48	1.73	1.64	169567
Tempo	201400	234619	85.84	2.38	2.66	278114
Taurus	301801	319766	94.38	3.56	3.63	376971
Crown Victoria	95079	95502	99.56	1.12	1.08	113349
Thunderbird	106620	104914	101.63	1.26	1.19	118516
LINCOLN	162796	155565	104.65	1.92	1.76	190506
MERCURY	411931	412075	99.97	4.86	4.67	481396
Topaz	75664	70304	107.62	.89	.80	85945
Sable	98857	101527	97.38	1.16	1.14	118140
Cougar	88012	92858	94.78	1.04	1.05	102424
Grand Marquis	37949	36590	101.41	1.16	1.10	115160
LINC/MERC DIV	584826	577031	101.35	6.90	6.54	684187
FORD MOTOR CO	1918835	1904834	100.74	22.63	21.60	2262002
BUICK	472763	483933	97.69	5.58	5.49	578652
Skyhawk	16527	22468	73.56	.19	.25	26080
Somerset/Skylark	53507	50557	105.83	.63	.57	58037
Century	115016	104648	109.91	1.36	1.19	130383
Regal	70442	104599	67.34	.83	1.18	123211
Lesabre	123170	113227	108.79	1.45	1.30	133637
Riviera	16415	8021	204.65	.19	.09	11289
Reatta	6527	2790	233.94	.08	.03	3893
CADILLAC	228057	211337	107.91	2.69	2.40	259772
Allante	2554	2835	90.09	.03	.03	3191
Eldorado	26599	25396	104.74	.31	.30	30766
Seville	19314	17918	107.43	.23	.20	22184
CHEVROLET	1169074	1256421	93.05	13.79	14.24	1469632
Prizm	50897	-	-	.60	-	496
Celebrity	135102	211491	63.88	1.59	2.40	252447
Lumina	66912	-	-	.79	-	-
Corsica	169976	170671	99.59	2.00	1.94	194709
Beretta	132272	156339	84.61	1.56	1.77	180181
Cavalier	256997	257487	99.81	3.04	2.92	306989
Camaro	89567	80498	111.27	1.06	.91	99072
Corvette	19489	19589	98.98	.23	.22	22928
OLDSMOBILE	535502	597022	89.70	6.31	6.77	704449
Calais	83278	87808	94.84	.98	1.00	104841
Cutlass Ciera	176297	201068	87.68	2.07	2.28	235522
Cutlass	86344	89073	96.94	1.02	1.01	112127
Toronado	7436	13330	55.78	.09	.15	15054
PONTIAC	607426	632840	95.98	7.16	7.18	759594
Sunbird	85224	67667	125.95	1.01	.77	82090
Grand Am	181067	187582	96.53	2.12	2.13	226053
6000	61576	81535	75.52	.73	.92	96750
Bonneville	77779	90751	85.71	.92	1.03	107055
Firebird	50752	49190	103.18	.60	.56	57421
Grand Prix	99239	77978	127.27	1.17	.88	97733
GENERAL MTRS CORP	3013046	3181765	94.70	35.53	36.08	3776348
Misc. Domestic	146	125	116.80	-	-	156
Other Import	2650186	2739572	96.74	31.25	31.06	3265907
U.S. TOTAL	8479861	8819401	96.15			10479931

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	OCT	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Chevrolet	11343	26.83	1142718	1106460	103.28	26.35	25.33
Chrysler	268	.06	943	-	-	.02	-
Dodge	44566	10.54	465634	482286	96.55	10.74	11.04
Ford	117780	27.87	1252310	1272371	98.42	28.90	29.11
Freightliner	1791	.42	21719	19547	111.11	.50	.45
G.M.C.	31385	7.42	317881	324013	98.11	7.33	7.42
Hino	157	.04	1827	1683	108.56	.04	.04
Isuzu	10598	2.51	87097	74854	116.36	2.01	1.71
Iveco	212	.05	1875	2092	89.63	.04	.05
Jeep	20420	4.83	213537	202233	105.59	4.92	4.63
John Deere	566	.13	5952	5513	107.96	.14	.13
Kenworth	1664	.39	16478	14094	116.91	.38	.32
Mack/Midliner	1869	.44	22005	20750	106.05	.51	.48
Mercedes Benz	143	.03	1752	2566	68.28	.04	.06
Mitsubishi Fuso	275	.07	2817	2211	127.41	.06	.05
Navistar	6635	1.57	66762	70571	94.60	1.54	1.62
Oldsmobile	121	.03	122	-	-	-	-
Peterbilt	1545	.37	15492	13956	111.01	.36	.32
Plymouth	13230	3.13	156627	161850	96.77	3.61	3.71
Pontiac	317	.07	326	-	-	.01	-
Scania	13	-	109	124	87.90	-	-
UD	134	.03	1588	1163	136.54	.04	.03
Volvo	93	.02	1033	1442	71.64	.02	.03
Western Star	100	.02	1252	1196	104.68	.03	.03
WHITEGMC	1347	.32	14261	9362	152.33	.33	.21
Other Imports	53812	12.73	520639	512969	90.87	12.01	11.12
Miscellaneous Domestic	352	.08	3145	5005	62.82	.07	.11
U. S. Total	422830		4335901	4368312	99.26		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chevrolet	656166	450962	21025	1848	131	5756	6529	301
Chrysler	943	-	-	-	-	-	-	-
Dodge	352604	113030	-	-	-	-	-	-
Ford	609203	575604	-	20114	-	7987	27069	12353
Freightliner	-	-	-	-	-	-	-	21719
G.M.C.	153894	142380	1989	1045	3434	4918	9609	812
Hino	-	-	177	-	376	414	860	-
Isuzu	80888	-	4437	507	192	532	541	-
Iveco	-	4	1106	430	223	112	-	-
Jeep	212806	731	-	-	-	-	-	-
John Deere	-	8	369	4532	1043	-	-	-
Kenworth	-	-	-	-	-	-	415	16063
Mack/Midliner	-	-	-	-	-	2375	2625	17005
Mercedes Benz	-	-	-	-	-	704	1048	-
Mitsubishi Fuso	-	-	1450	-	560	603	204	-
Navistar	-	-	-	83	121	7211	31349	27998
Oldsmobile	122	-	-	-	-	-	-	-
Peterbilt	-	-	-	-	-	-	661	14831
Plymouth	156627	-	-	-	-	-	-	-
Pontiac	326	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	109
UD	-	-	424	-	547	243	374	-
Volvo	-	-	-	-	-	-	828	205
Western Star	-	-	-	-	-	-	-	1252
WHITEGMC	-	-	-	-	-	-	-	14261
Other Imports	519025	1614	-	-	-	-	-	-
Miscellaneous Domestic	519	744	-	-	-	-	2	1980
Total	2743123	1285077	30977	28559	6627	30835	82114	128589
1988 Total	2855107	1206618	31670	21855	7646	50519	74806	120011
1989 vs '88	96.08	106.50	97.81	130.67	86.67	61.04	109.65	107.15

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE TEMPORARILY DELAYED.

4

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	45303	.51	41918	.48
Chevrolet Spectrum/Storm	54896	.65	61014	.69
Chrysler Conquest	5278	.06	8396	.10
Dodge Colt DL/SW	26513	.31	36700	.42
Dodge Colt Vista SW	6104	.07	8657	.10
Eagle Medallion	4568	.05	12246	.14
Eagle Summit	17411	.21	1530	.02
Ford Festiva	59508	.71	56709	.64
GM Lotus	224	-	212	-
L-M 924	4208	.05	4690	.05
L-M Scorpio	5891	.07	4701	.05
Mercury Capri	-	-	-	-
Mercury Tracer	51439	.61	47591	.54
Plymouth Colt DL/SW	24796	.29	32552	.37
Plymouth Colt Vista SW	5659	.07	7980	.09
Pontiac LeMans	45193	.53	49794	.56
T/C by Maserati	1349	.02	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	357140	4.21	374990	4.25
OTHER IMPORTS				
Acura	121821	1.44	108190	1.23
Audi	16656	.20	21070	.24
BMW	55889	.68	61754	.70
Honda	556652	6.56	555017	6.29
Hyundai	163869	1.93	226527	2.57
Infiniti	3	-	-	-
Isuzu	14989	.18	22482	.25
Lexus	4552	.05	-	-
Mazda	192446	2.27	216604	2.46
Mercedes Benz	61637	.73	70711	.80
Mitsubishi	80602	.95	53604	.61
Nissan	407797	4.81	397560	4.51
Saab	29834	.35	34522	.39
Subaru	121290	1.43	131119	1.49
Toyota	566807	6.68	529937	6.01
Volkswagen	107493	1.27	144892	1.64
Volvo	85787	1.01	80913	.92
Others	82082	.73	84670	.96
Total Other Imports	2650188	31.25	2739572	31.06
GRAND TOTAL ALL IMPORT CARS	3007328	35.46	3114562	35.31

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	28030	.60	47360	1.08
Dodge RAIDER	7882	.18	6208	.14
Chevrolet GEO TRACKER	6962	.16	-	-
OTHER IMPORTS				
Isuzu	80888	1.87	69583	1.59
Mazda	99690	2.30	82123	1.88
Mitsubishi	33641	.78	43307	.99
Nissan	125648	2.90	142069	3.25
Suzuki	24363	.56	57323	1.31
Toyota	229416	5.29	239938	5.49
Volkswagen	4145	.10	5397	.12
Others	3740	.09	2812	.06
Total Other Import Trucks	601531	13.87	642552	14.71
GRAND TOTAL ALL IMPORT TRUCKS	642405	14.82	696120	15.94

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1984	10128729	4048998
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10477863	5209267

OCTOBER 1989 ISSUED 12/89

R. L. POLK & CO. R.9-89

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NOVEMBER
1989
C7715 3A

pocket summary

of registrations

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

Marque	NOVEMBER		% CHG NOV '89 / NOV '88	% SHARE	
	1989	1988		1989	1988
CHRYSLER	12584	18247	68.98	1.89	2.75
LeBaron	5490	7819	70.21	.82	1.18
New Yorker/Salon	3522	8047	89.02	.87	1.85
5th Ave.	248	1724	14.39	.04	.23
Imperial	847	-	-	.10	-
DODGE	30722	36282	84.68	4.61	4.74
Daytona	3116	3529	79.16	.47	.51
Shadow	6120	6740	90.80	.92	.86
Spirit	7411	139	-	1.11	.02
Dynasty	7470	7747	96.42	1.12	1.01
Aries	1263	8079	15.63	.19	1.06
PLYMOUTH	22335	23136	96.54	3.35	3.03
Horizon	2072	4253	48.72	.31	.56
Sundance	5186	7116	75.83	.81	.93
Acclaim	8365	114	-	1.34	.01
Reliant	1443	7738	18.65	.22	1.02
Laser	1788	-	-	.27	-
EAGLE	3983	5878	67.76	.60	.77
Premier	1451	3653	39.72	.22	.48
Talon	518	-	-	.21	-
CHRYSLER MTRS CORP	69624	83539	83.34	10.45	10.93
FORD	93251	111344	83.73	13.99	14.57
Escort	21799	27798	78.42	3.27	3.64
Probe	8171	10008	81.64	1.23	1.31
Mustang	8545	11103	76.96	1.28	1.45
Tempo	15811	18746	84.34	2.37	2.45
Taurus	21649	25021	86.52	3.25	3.27
Crown Victoria	5550	8147	68.12	.83	1.07
Thunderbird	7247	5569	130.13	1.09	.73
LINCOLN	15828	15464	102.36	2.37	2.02
MERCURY	26562	31335	84.77	3.99	4.11
Topaz	4816	6945	69.34	.72	.91
Sable	6054	7593	79.73	.91	.99
Cougar	5479	3606	151.94	.82	.47
Grand Marquis	6359	8946	71.08	.96	1.17
LINC/MERC DIV	42780	47826	89.45	6.42	6.26
FORD MOTOR CO	136031	159170	85.47	20.41	20.83
BUICK	36254	45492	79.69	5.44	5.96
Skyhawk	1748	1763	99.15	.08	.23
Somerset/Skylark	4408	3574	123.28	.66	.47
Century	9108	12235	74.44	1.37	1.59
Regal	4257	9536	44.64	.64	1.25
Lesabre	10562	9524	110.90	1.58	1.25
Riviera	1409	1452	97.04	.21	.19
Reatta	777	534	145.51	.12	.07
CADILLAC	19608	20999	93.38	2.94	2.75
Allante	254	153	166.01	.04	.02
Eldorado	1877	2485	75.53	.27	.32
Seville	1580	1803	87.63	.24	.24
CHEVROLET	87993	98510	91.18	13.21	12.83
Prizm	9362	-	-	1.41	-
Celebrity	2918	18794	15.53	.44	2.46
Lumina	18608	-	-	2.79	-
Corsica	9136	11009	82.99	1.37	1.44
Beretta	8502	10721	80.85	1.28	1.40
Cavalier	21286	21394	99.50	3.20	2.80
Camaro	4594	7752	60.55	.70	1.01
Corvette	1574	1503	104.72	.24	.20
OLDSMOBILE	36446	53971	67.53	5.47	7.06
Calais	6442	7927	81.27	.97	1.04
Cutlass Ciera	9413	16723	56.29	1.41	2.19
Cutlass	7283	10963	66.43	1.09	1.43
Toronado	974	873	111.57	.15	.11
PONTIAC	43748	57546	76.02	6.58	7.53
Sunbird	9088	6313	143.96	1.36	.83
Grand AM	13342	16921	78.85	1.99	2.21
6000	3778	7180	52.77	.57	.94
Bonneville	5702	7832	74.71	.86	1.00
Firebird	2450	3734	65.61	.37	.49
Grand Prix	7866	9122	84.04	1.18	1.19
GENERAL MTRS CORP	224066	274535	81.62	33.62	35.92
Misc. Domestic	29	19	223.08	-	-
Other Import	236698	247025	95.82	35.52	32.32
U.S. TOTAL	666428	764282	87.20		

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UNITED STATES SUMMARY
NOVEMBER 1989 ISSUED 01/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END 1989
	1989	1988		1989	1988	
CHRYSLER	192769	260511	97.04	2.08	2.72	283848
LeBaron	87406	130759	86.84	.95	1.36	140610
New Yorker/Salon	8375	84087	99.12	.91	.88	94741
5th AVE	1470	37006	31.61	.13	.39	38048
Imperial	130	-	-	.01	-	-
DODGE	425325	452181	94.19	4.66	4.71	496416
Daytona	64112	86445	95.49	.70	.89	70472
Shadow	77019	81405	94.61	.84	.85	89259
Spirit	64771	140	-	.71	-	2438
Dynasty	103431	85799	157.19	1.13	.89	76834
Aries	54554	92523	31.32	.58	.96	101368
PLYMOUTH	284703	307392	92.62	3.11	3.21	333224
Horizon	38278	56043	68.30	.42	.59	59777
Sundance	80518	78872	102.09	.88	.82	87320
Acclaim	79117	114	-	.86	-	2273
Reliant	54568	103511	51.49	.58	1.09	110524
Laser	16640	-	-	.18	-	-
EAGLE	66805	56158	118.96	.73	.59	62030
Premier	33650	34161	116.01	.43	.36	37534
Talon	4252	-	-	.05	-	-
CHRYSLER MTRS CORP	968005	1076644	89.91	10.58	11.23	1179518
FORD	1428224	1491147	95.78	15.61	15.22	1577816
Escort	322875	351630	91.81	3.53	3.68	384992
Probe	126930	57505	220.75	1.39	.60	60129
Mustang	155713	156067	99.77	1.70	1.63	169587
Tempo	217582	253365	85.80	2.38	2.64	278714
Taurus	325654	344787	94.45	3.56	3.60	376971
Crown Victoria	100741	103649	97.19	1.10	1.08	113349
Thunderbird	113944	110483	103.13	1.24	1.15	118516
LINCOLN	178816	171029	104.55	1.95	1.78	190508
MERCURY	436876	443410	98.98	4.80	4.63	481398
Topaz	80549	77249	104.27	.88	.81	85945
Sable	104976	109120	98.20	1.16	1.14	118140
Cougar	93612	98464	97.04	1.02	1.01	102424
Grand Marquis	104418	105536	98.94	1.14	1.10	115160
LINC/MERC DIV	828188	824857	100.53	6.86	8.52	884187
FORD MOTOR CO	2056410	2084004	98.67	22.47	21.74	2262003
BUICK	509430	529425	96.22	5.57	5.52	570652
Skyhawk	17050	24231	70.36	.19	.25	26080
Somerset/Skylark	57984	94131	107.06	.63	.98	98837
Century	124223	116883	105.28	1.36	1.22	130383
Regal	74755	113935	85.61	.82	1.19	123211
Lesabre	134035	122751	109.19	1.47	1.29	133637
Riviera	17836	9473	188.28	.19	.10	11289
Regatta	7307	3324	219.83	.08	.03	3893
CADILLAC	247869	232336	106.69	2.71	2.42	259772
Allante	2809	2988	94.01	.03	.03	3191
Eldorado	28499	27881	102.21	.31	.29	30766
Seville	20902	19781	105.67	.23	.21	22104
CHEVROLET	1257758	1352931	92.97	13.74	14.14	1489832
Prizm	60321	-	-	.66	-	498
Celebrity	138052	230285	59.95	1.51	2.40	252447
Lumina	83615	-	-	.91	-	-
Corsica	179203	181880	98.54	1.96	1.90	194709
Beretta	138858	167060	83.12	1.52	1.74	180181
Cavalier	270426	278881	99.84	3.04	2.94	306969
Camaro	94309	88290	106.86	1.03	.92	99072
Corvette	21673	21192	96.44	.27	.22	22928
OLDSMOBILE	572362	650991	87.92	6.25	6.79	704449
Calais	89796	95735	93.80	.98	1.00	104843
Cutlass Ciera	185796	217791	85.31	2.03	2.27	235522
Cutlass	93686	100038	93.65	1.02	1.04	112127
Toronado	8433	14203	59.37	.09	.15	15054
PONTIAC	651745	690388	94.40	7.12	7.20	759594
Sunbird	94403	73980	127.61	1.03	.77	82090
Grand Am	194627	204503	95.17	2.14	2.13	226053
6000	65395	88695	73.73	.71	.93	98750
Bonneville	83552	98383	84.93	.91	1.03	107055
Firebird	53229	52924	100.58	.58	.55	57421
Grand Prix	107003	87100	122.85	1.17	.91	97733
GENERAL MTRS CORP	3239405	3456300	93.72	35.39	36.07	3778340
Misc Domestic	1795	1330	126.81	-	-	1340
Other Import	2888472	2986537	96.71	31.56	31.16	3265904
U.S. TOTAL	9152465	9583697	95.50			10479311

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Chevrolet	57159	26.22	241536	231734	102.29	26.35	25.47
Chrysler	264	.07	1211	-	-	.03	-
Dodge	40508	10.93	506701	521139	97.23	10.75	10.93
Ford	103960	28.06	1357752	1388851	97.76	28.85	29.13
Freightliner	1515	.41	23323	21662	106.68	.49	.46
G.M.C.	27111	7.32	345550	354410	97.50	7.33	7.44
Hino	168	.05	1995	1826	109.26	.04	.04
Isuzu	9863	2.66	97051	83460	116.27	2.06	1.75
Iveco	197	.05	2072	2439	84.95	.04	.05
Jeep	17347	4.68	231012	222512	103.85	4.90	4.67
John Deere	445	.12	6401	5997	106.74	.14	.13
Kenworth	1408	.38	17918	15563	115.13	.38	.33
Mack/Midliner	1548	.42	23511	22757	103.50	.50	.48
Mercedes Benz	146	.04	1898	2837	66.90	.04	.06
Mitsubishi Fuso	265	.07	3080	2433	126.59	.07	.05
Navistar	5367	1.45	72229	77072	93.72	1.53	1.62
Oldsmobile	486	.13	610	-	-	.01	-
Peterbilt	1529	.41	17031	15364	110.85	.36	.32
Plymouth	11679	3.15	168400	175122	96.16	3.57	3.67
Pontiac	827	.22	11561	-	-	.02	-
Scania	12	-	121	133	90.98	-	-
UD	150	.04	1738	1312	132.47	.04	.03
Volvo	99	.03	1132	1615	70.09	.02	.03
Western Star	115	.03	1368	1310	104.43	.03	.03
WHITEGMC	1412	.38	15674	10812	144.97	.33	.23
Other Imports	46655	12.59	567727	618416	91.80	12.05	12.97
Miscellaneous Domestic	329	.09	3477	5238	66.38	.07	.11
U.S. Total	370562		4711795	4765222	98.88		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-18	GVW 5 18-10.5	GVW 6 10.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chevrolet	114189	488965	22502	1993	149	8399	7015	330
Chrysler	1211	-	-	-	-	-	-	-
Dodge	384585	122116	-	-	-	-	-	-
Ford	661098	623811	-	21770	-	8562	29237	13260
Freightliner	-	-	-	-	-	-	-	23323
G.M.C.	167135	154598	2197	1120	4075	5337	10430	656
Hino	-	-	207	-	420	449	919	-
Isuzu	90318	-	4818	541	204	587	503	-
Iveco	-	4	1231	461	244	132	-	-
Jeep	230330	742	-	-	-	-	-	-
John Deere	-	8	390	4886	1117	-	-	-
Kenworth	-	-	-	-	-	-	448	17470
Mack/Midliner	-	-	-	-	-	2482	2802	18207
Mercedes Benz	-	-	-	-	-	757	1141	-
Mitsubishi Fuso	-	-	1580	-	629	647	224	-
Navistar	-	-	-	95	133	7344	34578	30079
Oldsmobile	610	-	-	-	-	-	-	-
Peterbilt	-	-	-	-	-	-	695	14336
Plymouth	168400	-	-	-	-	-	-	-
Pontiac	1156	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	121
UD	-	-	469	-	590	267	404	-
Volvo	-	-	-	-	-	-	904	228
Western Star	-	-	-	-	-	-	-	1368
WHITEGMC	-	-	-	-	-	-	-	15674
Other Imports	565956	1761	-	-	-	-	-	-
Miscellaneous Domestic	616	789	1	-	-	-	3	2068
Total	2985614	1392200	33395	30882	7565	32963	89320	139194
1988 Total	3103409	1326754	34430	24341	8599	54450	81743	132416
1989 vs '88	96.20	104.98	96.98	126.87	87.98	60.54	109.22	105.13

REGISTRATIONS FROM THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	47640	.52	45310	.47
Chevrolet Spectrum/Storm	58288	.64	63835	.67
Chrysler Conquest	551	.06	509	.05
Dodge Colt DL/Sw	28911	.32	39319	.41
Dodge Colt Vista Sw	6550	.07	9487	.10
Eagle Medallion	4439	.05	13559	.14
Eagle Summit	18472	.20	2349	.02
Ford Festiva	65025	.71	61661	.64
GM Lotus	241	-	229	-
I-H XR4	4379	.05	5511	.06
I-H Scorpio	6115	.07	8107	.05
Mercury Capri	-	-	-	-
Mercury Tracer	55321	.60	52085	.54
Plymouth Colt DL/Sw	27036	.30	34465	.36
Plymouth Colt Vista Sw	6578	.07	8643	.09
Pontiac LeMans	45742	.51	55074	.57
T/C By Maserati	1796	.02	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	382543	4.18	405980	4.24
OTHER IMPORTS				
Acura	132760	1.44	118251	1.23
Audi	19211	.20	22735	.24
BMW	60856	.66	67951	.71
Honda	607461	6.64	651365	6.73
Hyundai	176770	1.93	243484	2.54
Infiniti	163	-	-	-
Isuzu	15659	.17	24317	.25
Lexus	7507	.08	-	-
Mazda	208246	2.28	234165	2.44
Mercedes Benz	67193	.74	77004	.80
Mitsubishi	89759	.98	58299	.61
Nissan	446001	4.87	430338	4.49
Saab	31656	.35	37791	.39
Subaru	129768	1.42	145347	1.52
Toyota	618423	6.76	584489	6.10
Volkswagen	117215	1.28	155600	1.62
Volvo	93189	1.02	88920	.93
Others	67975	.74	91480	.95
Total Other Imports	2888472	31.56	2986597	31.16
GRAND TOTAL ALL IMPORT CARS	3271015	35.74	3392577	35.40

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	28213	.60	50400	1.06
Dodge RAIDER	8757	.19	7190	.15
Chevrolet GEO TRACKER	7155	.15	-	-
OTHER IMPORTS				
Isuzu	90318	1.92	77609	1.63
Mazda	108075	2.29	89870	1.89
Mitsubishi	36729	.78	46791	.98
Nissan	136450	2.90	154142	3.23
Suzuki	26179	.56	59630	1.25
Toyota	251618	5.34	259167	5.44
Volkswagen	4575	.10	5755	.12
Others	4105	.09	3061	.06
Total Other Import Trucks	658049	13.97	696025	14.60
GRAND TOTAL ALL IMPORT TRUCKS	702174	14.90	751615	15.81

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1984	10128729	4048998
1985	10886608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10477863	5209267

NOVEMBER 1989 ISSUED 01/90

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pocket summary

of registrations

new cars

new trucks

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POLK STATISTICS

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% '89 vs '88	% INC	
	1989	1988		1989	1988
CHRYSLER	12658	22935	55.19	1.82	2.56
LeBaron	5251	9841	53.42	.76	1.10
New Yorker/Salon	5852	10654	54.93	.83	1.18
5th Ave	188	1842	10.21	.03	.21
Imperial	151	-	-	.01	-
DODGE	28348	44236	64.44	4.18	4.93
Daytona	4613	4027	64.64	.38	.45
Shadow	6536	7856	83.20	.94	.88
Spirit	6205	2298	270.02	.89	.26
Dynasty	8472	11055	76.77	1.21	1.21
Aries	1024	8845	11.58	.15	.99
PLYMOUTH	19388	25832	77.38	2.88	2.88
Horizon	1695	3734	42.76	.23	.42
Sundancer	5729	8448	63.08	.77	.94
Acclaim	7652	2159	354.42	1.09	.24
Reliant	1021	7013	14.56	.15	.78
Laser	2193	-	-	.32	-
EAGLE	4079	5872	68.78	.59	.66
Premier	1329	3373	39.40	.19	.38
Talon	852	-	-	.24	-
CHRYSLER MTRS CORP	60611	98835	66.38	9.46	11.03
FORD	33958	138636	24.49	14.18	15.47
Escort	21143	33362	63.37	3.05	3.71
Probe	8560	10624	80.57	1.23	1.19
Mustang	8586	13500	63.60	1.24	1.51
Tempo	17170	25650	67.00	2.46	2.85
Taurus	25188	32187	78.26	3.63	3.59
Crown Victoria	7436	9704	76.62	1.10	1.08
Thunderbird	6804	8035	84.70	.98	.90
LINCOLN	19050	19477	97.81	2.75	2.17
MERCURY	29119	37366	76.55	4.20	4.24
Topaz	5868	8696	67.48	.85	.97
Sable	7264	9020	80.53	1.05	1.01
Cougar	5486	5960	92.05	.79	.66
Grand Marquis	7226	9524	75.88	1.04	1.06
LINC/MERC DIV	48175	59330	81.20	6.99	6.62
FORD MOTOR CO	142171	198006	71.78	21.17	22.09
BUICK	40423	49257	82.10	5.83	5.49
Skyhawk	356	1849	19.26	.05	.21
Somerset/Skylark	3791	3307	146.22	.55	.44
Century	11544	13500	85.51	1.68	1.50
Regal	7641	9288	48.93	1.65	1.04
Lesabre	10745	10886	98.70	1.55	1.21
Riviera	1477	1816	81.33	.21	.20
Reatta	752	569	132.14	.09	.06
CADILLAC	23221	27459	84.63	3.35	3.06
Allante	301	203	148.28	.04	.02
Eldorado	1980	2885	68.63	.29	.32
Seville	2710	2403	112.78	.39	.27
CHEVROLET	96287	116741	82.48	13.89	13.04
Prizm	10055	435	-	1.45	.06
Celebrity	2760	22154	12.45	.40	2.47
Lumina	17795	-	-	2.57	-
Corsica	11126	13031	85.37	1.60	1.45
Beretta	6623	13122	50.00	.98	1.46
Cavalier	23848	28091	84.90	3.44	3.16
Camaro	4418	10824	40.82	.64	1.21
Corvette	1778	1746	101.83	.26	.19
OLDSMOBILE	37050	57458	64.49	5.34	6.41
Calais	7088	9108	77.82	1.02	1.02
Cutlass Ciera	8273	11731	70.52	1.20	1.30
Cutlass	7866	12092	65.05	1.13	1.35
Toronado	1325	851	155.70	.19	.09
PONTIAC	43364	59223	82.67	6.25	6.72
Sunbird	8120	8111	100.11	1.17	.90
Grand Am	13694	21552	64.47	2.00	2.40
6000	4048	8058	50.24	.58	.90
Bonneville	5829	8678	67.17	.84	.97
Firebird	2450	4497	54.04	.35	.50
Grand Prix	7567	10636	71.15	1.09	1.19
GENERAL MTRS CORP	240366	320128	75.09	34.66	35.72
Misc Domestic	22	18	100.22	-	-
Other Import	23566	27936	84.34	3.54	3.16
U S TOTAL	693629	896536	77.36		

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NEW TRUCK REGISTRATIONS

MAKES	DEC	% INC	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Chevrolet	38944	25.63	1340666	1331291	100.70	26.29	25.55
Chrysler	252	.06	1464	-	-	.03	-
Dodge	47908	11.33	556754	566854	97.18	10.80	10.88
Ford	109051	28.14	1466829	1517356	96.68	28.78	29.12
Freightliner	1800	.46	25123	24009	104.64	.49	.46
G.M.C.	27687	7.14	373254	386864	96.48	7.32	7.42
Hino	161	.04	2156	2054	104.97	.04	.04
Isuzu	10029	2.59	107139	92822	115.42	2.10	1.78
Iveco	201	.05	2211	2715	81.42	.04	.05
Jeep	17150	4.58	246881	245601	101.58	4.88	4.71
John Deere	395	.10	13477	11284	112.69	.38	.33
Kenworth	1659	.42	25228	24328	101.20	.49	.48
Mack/Midliner	1661	.41	2555	3080	66.72	.04	.06
Mercedes Benz	157	.04	3559	2755	122.82	.07	.05
Mitsubishi Fuso	279	.07	77959	84915	91.81	1.53	1.63
Navistar	5731	1.48	1542	-	-	.03	-
Oldsmobile	932	.24	18603	17019	109.31	.36	.33
Peterbilt	1586	.41	181578	190332	96.15	3.60	3.66
Plymouth	16118	3.90	2218	-	-	.04	-
Pontiac	1061	.27	128	144	88.89	-	-
Scania	7	-	1933	1492	129.56	.04	.03
UD	195	.05	1252	1796	69.71	.02	.03
Volvo	120	.03	1470	1448	101.66	.03	.03
Western Star	102	.03	17414	12628	137.92	.34	.24
WHITEGMC	1740	.45	614830	670595	91.69	12.06	12.88
Other Imports	46897	12.10	3712	4548	81.63	.07	.11
Miscellaneous Domestic	243	.06					
U.S. Total:	387616		5100.95	5211.00	97.89		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Chevrolet	771426	527904	23975	2102	167	7065	7684	343
Chrysler	1464	-	-	-	-	-	-	-
Dodge	418775	131975	-	-	-	-	-	-
Ford	715207	677553	-	23536	-	9048	31575	14216
Freightliner	-	-	-	-	-	-	-	25123
G.M.C.	180041	167456	2373	1200	4489	5674	11320	701
Hino	-	-	2244	-	449	484	999	-
Isuzu	95805	-	5247	581	225	635	645	-
Iveco	-	6	1357	499	255	156	-	-
Jeep	248220	761	-	-	-	-	-	-
John Deere	-	8	388	5151	1161	-	-	-
Kenworth	-	-	-	-	-	-	449	19028
Mack/Midliner	-	-	-	-	-	2576	3024	19628
Mercedes Benz	-	-	-	-	-	808	1247	-
Mitsubishi Fuso	-	-	1752	-	696	664	247	-
Navistar	-	-	-	97	149	7514	37870	32329
Oldsmobile	15442	-	-	-	-	-	-	-
Peterbilt	-	-	-	-	-	-	737	17866
Plymouth	183578	-	-	-	-	-	-	-
Pontiac	2218	-	-	-	-	-	-	128
Scania	-	-	-	-	-	-	443	-
UD	-	-	528	-	661	301	998	256
Volvo	-	-	-	-	-	-	-	1470
Western Star	-	-	-	-	-	-	-	17414
WHITEGMC	-	-	-	-	-	-	-	-
Other Imports	51294	1884	-	-	-	-	6	2180
Miscellaneous Domestic	702	643	1	-	-	-	-	-
Total:	2271523	1504376	15815	33140	8252	34946	97042	150682
1988 Total:	2356260	1484770	21188	27061	9546	59079	89065	146564
1989 vs '88	96.43	101.4	74.65	122.46	86.44	59.16	108.96	102.81

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1989		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Metro	43395	.54	49517	.47
Chevrolet Spectrum/Storm	62601	.64	58288	.68
Chrysler Conquest	5702	.06	9647	.09
Dodge Colt DL/SW	30818	.37	42601	.44
Dodge Colt Vista SW	6317	.07	10275	.10
Eagle Medallion	4579	.05	14654	.14
Eagle Summit	19478	.20	38511	.03
Ford Festiva	53653	.71	67577	.64
GM Lotus	257	-	249	-
L-M MR4	2516	.05	5869	.06
L-M Scorpio	6239	.05	6416	.05
Mercury Capri	-	-	-	-
Mercury Tracer	58641	.60	56726	.54
Plymouth Colt DL/SW	28823	.29	37752	.36
Plymouth Colt Vista SW	6456	.07	9527	.09
Pontiac LeMans	48071	.49	61404	.59
T/C By Maserati	2235	.02	-	-
Others	-	-	-	-
Total Domestic Sponsored Imports	408382	4.14	443971	4.24
OTHER IMPORTS				
Acura	142794	1.45	235510	1.24
Audi	19747	.20	24487	.23
BMW	66327	.67	75760	.72
Honda	658052	6.68	662767	6.32
Hyundai	168181	1.71	265272	2.51
Infiniti	8545	.01	-	-
Isuzu	16237	.17	26054	.25
Lexus	10981	.11	-	-
Mazda	225054	2.28	253334	2.42
Mercedes Benz	73679	.75	84570	.81
Mitsubishi	100784	1.02	53547	.51
Nissan	482660	4.90	472088	4.50
Saab	33525	.34	41232	.39
Subaru	156319	1.40	160005	1.53
Toyota	672161	6.82	644887	6.15
Volkswagen	125967	1.28	166512	1.59
Volvo	101223	1.03	98693	.94
Others	74483	.76	99685	.95
Total Other Imports	3130061	31.78	3465307	31.16
GRAND TOTAL ALL IMPORT CARS	3538443	35.92	3709278	35.40

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	30025	.59	53639	1.03
Dodge RAIDER	9430	.18	8107	.16
Chevrolet GEO TRACKER	7308	.14	-	-
OTHER IMPORTS				
Isuzu	99805	1.96	86403	1.68
Mazda	116403	2.28	99070	1.90
Mitsubishi	39922	.78	50771	.97
Nissan	148684	2.92	168947	3.24
Suzuki	27648	.54	62381	1.20
Toyota	272528	5.34	280246	5.38
Volkswagen	4966	.10	6190	.12
Others	4685	.09	3390	.07
Total Other Import Trucks	714641	14.01	757398	14.53
GRAND TOTAL ALL IMPORT TRUCKS	761405	14.93	819144	15.72

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11133842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

DECEMBER 1989 ISSUED 03/90

R. L. POLK & CO.

R.9-89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% INC		YEAR END
	1989	1988		1989	1988	1988
CHRYSLER	20,332	28,348	71.64	2.26	2.71	283848
LeBaron	9,708	14,051	69.03	.94	1.35	140610
New Yorker/Salon	8,926	9,474	94.22	.91	.90	94741
5th Ave	1,197	3,884	30.82	.12	.37	38848
Imperial	1,467	-	-	.01	-	-
DODGE	45,493	49,641	91.66	4.63	4.74	496416
Daytona	6,671	7,047	94.67	.68	.67	70472
Shadow	8,357	8,925	93.63	.85	.85	89259
Spirit	1,100	2,438	-	.12	.02	2438
Dynasty	11,931	7,883	145.65	1.14	.73	78834
Aries	9,569	10,136	94.39	.96	.98	101368
PLYMOUTH	30,911	33,322	91.50	3.09	3.18	333224
Horizon	3,834	5,977	64.14	.40	.61	59777
Sundance	8,507	8,732	96.18	.87	.83	87320
Acclaim	8,684	227	-	.89	.02	2273
Reliant	10,702	11,524	92.90	1.06	1.06	115242
Laser	1,183	-	-	.12	-	-
EAGLE	7,697	6,230	123.23	.72	.59	62310
Premier	4,094	3,783	108.19	.42	.36	37834
Talon	5,903	-	-	.61	-	-
CHRYSLER MTRS CORP	107,151	111,551	87.97	10.80	11.22	1115518
FORD	16,284	16,778	56.86	16.62	16.26	167785
Escort	5,426	3,932	89.42	3.49	3.67	38492
Probe	1,365	881	136.35	1.18	.85	8812
Mustang	1,676	1,695	96.93	1.67	1.62	16956
Tempo	2,548	2,787	84.17	2.18	2.66	27871
Taurus	3,603	3,769	91.10	3.56	3.60	37697
Crown Victoria	1,043	1,133	95.67	1.10	1.08	11334
Thunderbird	1,201	1,185	101.33	1.21	1.13	11851
LINCOLN	1,937	1,935	101.32	2.01	1.82	19356
MERCURY	4,861	4,813	97.25	4.76	4.59	48139
Topaz	854	859	100.59	.88	.82	8594
Sable	1,227	1,184	95.04	1.21	1.12	11814
Cougar	997	1,024	94.71	1.01	.98	10242
Grand Marquis	1,768	1,516	96.38	1.81	1.00	15160
LINC/MERC DIV	6,796	6,948	96.34	6.87	6.63	69487
FORD MOTOR CO	23,080	23,726	91.51	23.49	22.63	237287
BUICK	5,606	5,784	94.06	5.58	5.52	57852
Skyhawk	1,719	2,580	66.79	1.68	2.25	26080
Somerset/Skylark	6,768	5,803	109.87	6.65	5.55	58037
Century	11,758	11,385	104.19	11.58	11.24	113383
Regal	7,915	12,321	64.37	7.81	11.78	123211
Lesabre	14,428	13,563	106.37	14.45	12.97	135637
Riviera	1,919	1,128	171.13	1.89	1.11	11289
Reatta	1,929	1,991	203.67	1.90	1.04	3893
CADILLAC	27,297	25,972	104.44	26.75	24.88	259772
Allante	3,112	3,191	97.68	3.07	3.05	31911
Eldorado	3,055	3,076	99.15	3.01	2.93	30766
Seville	21,130	22,184	106.52	20.77	21.21	221844
CHEVROLET	135,485	146,963	92.19	133.15	140.53	1469632
Prizm	10,478	496	-	10.29	.47	496
Celebrity	14,835	25,244	58.79	14.57	24.14	252447
Lumina	10,548	-	-	10.36	-	-
Corsica	19,467	19,476	99.82	19.12	18.62	194709
Beretta	14,578	18,018	80.89	14.32	17.23	180181
Cavalier	30,780	30,696	99.51	30.23	29.36	306969
Camaro	9,815	9,907	99.06	9.64	9.47	99072
Corvette	2,815	2,928	99.51	2.77	2.80	22928
OLDSMOBILE	60,702	70,849	85.68	59.63	67.76	708449
Calais	9,660	10,484	92.48	9.49	10.03	104843
Cutlass Ciera	13,451	23,552	82.44	13.21	22.53	235522
Cutlass	10,593	11,212	90.81	10.41	10.72	112127
Toronado	976	1,505	64.87	.96	1.44	15054
PONTIAC	69,537	75,959	91.55	68.31	72.65	759594
Sunbird	10,258	8,209	125.06	10.08	7.85	82090
Grand AM	20,623	22,605	92.23	20.26	21.62	226053
6000	6,959	9,675	71.79	6.84	9.25	96750
Bonneville	8,939	10,705	83.51	8.78	10.24	107055
Firebird	5,666	5,721	96.94	5.56	5.47	57421
Grand Prix	11,458	9,733	117.24	11.26	9.31	97733
GENERAL MTRS CORP	348,161	377,654	92.20	341.71	361.04	3776548
Misc. Domestic	94	166	56.36			166
Other Import	313,261	326,592	95.91	31.78	31.16	3265907
U.S TOTAL	985,261	1047993	94.01			10479931

UNITED STATES SUMMARY

CONSUMER TIMING IN THE CAR MARKET, R. L. Polk's new study answers this question and more!

Find out by class, make, and carline, the interval between new car purchases. Also, learn how many cars are still in the hands of the original owner, by carline and year model.

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JANUARY
1990

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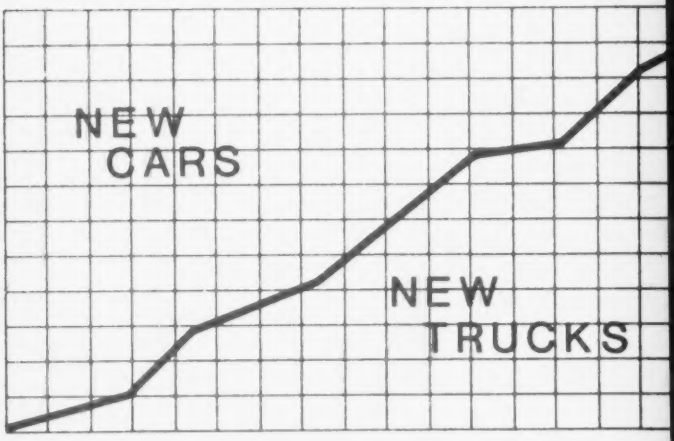
POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JANUARY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	2,159	9,453	62.66	1.96	2.51
LEBARON	4782	6815	70.17	.77	.90
NEW YORKER	6120	10429	49.09	.83	1.39
5TH AVE.	1221	1618	71.61	.02	.21
IMPERIAL	164	-	-	.12	-
DODGE	26117	33832	77.20	4.22	4.48
DAYTONA	2859	3965	80.31	.46	.47
SHADOW	5247	6996	87.51	.85	.79
SPIRIT	2183	2382	126.18	.10	.26
DYNASTY	1922	3025	83.35	.23	.13
ARIES	557	5652	5.89	.09	.75
PLYMOUTH	16817	20279	92.93	3.04	2.68
HORIZON	1582	1771	53.03	.27	.24
SUNDANCE	4010	4313	83.27	.65	.57
ACCLAIM	1936	2541	142.45	.26	.34
RELIANT	611	5241	10.91	.11	.69
LASER	178	81	-	.03	.01
EAGLE	4210	5354	79.72	.69	.71
PREMIER	1123	2581	44.49	.02	.34
TALON	2240	-	-	.37	-
CHRYSLER CORP	51,144	79835	77.50	9.31	10.44
FORD	30168	32868	71.38	12.48	12.33
ESCORT	19070	30154	67.68	3.08	3.99
PROBE	1579	2447	83.47	.25	.32
MUSTANG	7455	11438	50.72	1.20	1.50
TEMPO	17482	23874	77.08	2.85	3.05
TAURUS	23845	27810	89.39	4.00	3.66
CROWN VICTORIA	8157	8157	100.00	1.32	1.08
THUNDERBIRD	5845	9281	83.41	.96	1.23
LINCOLN	15133	15832	96.18	2.61	2.16
MERCURY	29962	34527	86.64	4.84	4.59
TOPAZ	8716	7814	85.35	1.09	1.04
SABLE	7488	8586	87.16	1.27	1.14
COUGAR	5507	5670	82.56	.89	.88
GRAND MARQUIS	8449	7979	105.89	1.56	1.06
LINC/MERC DIV.	46228	52291	87.45	7.50	7.01
FORD MOTOR CO.	141396	80143	76.56	22.82	27.84
BUICK	31004	40245	91.34	5.38	5.33
SKYHAWK	226	1676	14.34	.04	.21
SKYLARK	5337	7313	53.34	.86	.98
CENTURY	9459	11312	85.44	1.53	1.50
REGAL	4107	6285	65.35	.66	.83
LESABRE	10622	9425	112.98	1.71	1.25
RIVIERA	342	1522	85.79	.21	.20
REATTA	227	457	43.57	.04	.06
CADILLAC	16956	22050	76.31	2.74	2.92
ALLANTE	208	188	110.64	.03	.02
ELDORADO	1429	2319	61.62	.23	.31
SEVILLE	1535	2144	71.60	.25	.28
CHEVROLET	95073	99513	95.54	15.36	13.20
PRIZM	8751	1759	505.22	1.41	.23
CELEBRITY	1839	18524	9.87	.30	2.47
LUMINA	17029	-	-	2.75	-
CORSICA	11291	12026	93.89	1.82	1.59
BERETTA	6953	11454	60.70	1.12	1.52
CAVALIER	25298	24550	103.05	4.09	3.27
CAMARO	4058	7396	50.75	.66	1.00
CORVETTE	1135	1555	29.27	.18	.15
OLDSMOBILE	34653	46390	74.71	5.59	6.14
CALAIS	5354	7315	71.21	.87	.97
CUTLASS CIERA	8514	15251	55.83	1.37	2.01
CUTLASS	8450	8521	99.17	1.37	1.13
TORONADO	876	655	133.74	.14	.09
PONTIAC	44092	54075	81.54	7.13	7.16
SUNBIRD	8715	5981	145.71	1.41	.79
GRAND AM	15656	16555	94.57	2.53	2.19
6000	4105	6181	66.41	.66	.82
BONNEVILLE	5141	6971	74.82	.83	.91
FIREBIRD	2401	3475	69.09	.39	.46
GRAND PRIX	6846	8725	78.45	1.11	1.16
GEN. MTRS. CORP	227745	252283	85.81	36.82	34.15
MISC. DOMESTIC	6	9	66.67	-	-
GRAND DOMESTIC	227751	233064	87.52	30.32	30.87
OTHER IMPORT	16762	23306	71.92	-	-
U.S. TOTAL	618110	764317	81.96		

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UNITED STATES SUMMARY R. 1-90
JANUARY 1990 ISSUED 04/90

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990 UNITS	YEAR TO DATE 1990 % OF INDUSTRY	YEAR TO DATE 1989 UNITS	YEAR TO DATE 1989 % OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT METR	4867	.39	14405	.45
CHEVROLET SPECTRUM/STORM	5700	.46	19516	.60
CHRYSLER CONQUEST	139	.02	528	.01
DODGE COLT GL/SW	1184	.10	2427	.07
DODGE COLT VISTA SW	3483	.28	6944	.22
EAGLE MEDALLION	49	.00	348	.01
EAGLE SUMMIT	2656	.21	6820	.21
FORD FESTIVA	10554	.85	26255	.82
GM LOTUS	9		106	
I-M X84	49	.00	332	.01
I-M SCORPIO	84	.01	1600	.05
MERCURY CAPRI			41	
MERCURY TRACER	7814	.63	14776	.47
PLYMOUTH COLT GL/SW	1926	.15	6287	.19
PLYMOUTH COLT VISTA SW	1263	.10	4911	.15
PONTIAC LEMANS	1144	.09	5368	.17
OTHERS	190	.01	734	.02
TOTAL DOMESTIC SPONSORED IMPORTS	42950	3.45	151664	4.69
OTHER IMPORTS				
ACURA	7615	1.01	18149	1.54
AUDI	1439	.20	1836	.19
BMW	3466	.46	6126	.61
HONDA	41788	5.76	68174	6.41
HYUNDAI	8614	1.42	16643	2.20
INFINITI	822	.09		
ISUZU	1314	.08	1416	.19
LEXUS	2551	.34		
MAZDA	14536	2.36	16869	2.19
MERCEDES BENZ	3329	.45	5885	.15
MITSUBISHI	3783	.58	5536	.67
NISSAN	21852	3.86	55375	4.69
SAAB	1679	.27	2595	.34
SUBARU	6733	1.09	10576	1.40
TOYOTA	43663	7.06	49855	6.60
VOLKSWAGEN	6316	1.02	8739	1.17
VOLVO	6640	1.07	8431	1.12
OTHERS	4011	.65	6040	.80
TOTAL OTHER IMPORTS	187621	30.31	253064	30.87
GRAND TOTAL ALL IMPORT CARS	230571	37.25	266226	35.36

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	1334	.57	2635	.69
DODGE RAIDER	382	.11	700	.18
CHEVROLET GEO TRACKER	1999	.55	790	.21
OTHER IMPORTS				
ISUZU	7562	2.10	7441	1.95
MAZDA	6735	1.88	8490	2.23
MITSUBISHI	3221	.89	3311	.87
NISSAN	7812	2.17	13663	3.59
SUZUKI	1256	.35	2743	.72
TOYOTA	15317	4.25	19016	4.99
VOLKSWAGEN	267	.07	323	.08
OTHERS	529	.15	428	.11
TOTAL OTHER IMPORT TRUCKS	42767	11.86	55415	14.55
GRAND TOTAL ALL IMPORT TRUCKS	46482	12.89	59540	15.63

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
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1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

JANUARY 1990 ISSUED 04/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHG		YEAR END
CHRYSLER					
LEBARON					
NEW YORKER					
5TH AVE					
IMPERIAL					
DODGE					
DAYTONA					
SHADOW					
SPIRIT					
DYNASTY					
ARIES					
PLYMOUTH					
HORIZON					
SUNDANCE					
ACCLAIM					
RELIANT					
LASER					
EAGLE					
PREMIER					
TALON					
CHRYSLER CORP					
FORD					
ESCORT					
PROBE					
MUSTANG					
TEMPO					
TAURUS					
CROWN VICTORIA					
THUNDERBIRD					
LINCOLN					
MERCURY					
TOPAZ					
SABLE					
COUGAR					
GRAND MARQUIS					
LINC/MERC DIV					
FORD MOTOR CO					
BUICK					
SKYHAWK					
SKYLARK					
CENTURY					
REGAL					
LESABRE					
RIVIERA					
REATTA					
CADILLAC					
ALLANTE					
ELDORADO					
SEVILLE					
CHEVROLET					
PRIZM					
CELEBRITY					
LUMINA					
CORSICA					
BERETTA					
CAVALIER					
CAMARO					
CORVETTE					
OLDSMOBILE					
CALAIS					
CUTLASS CIERA					
CUTLASS					
TORONADO					
PONTIAC					
SUNBIRD					
GRAND AM					
6000					
BONNEVILLE					
FIREBIRD					
GRAND PRIX					
GEN. MTRS. CORP					
MISC. DOMESTIC					
OTHER IMPORTS					
U.S. TOTAL					

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JAN	%	YEAR TO DATE		%	90	% IND	
		NC	1990	1989	VS	89	1990	1989
CHEVROLET	9,123	24.4	9,123	9,663	-5.6	30.2	25.2	25.9
CHRYSLER	1		1				.00	
DODGE	3,501	-4.7	3,501	3,675	-4.7	10.9	9.67	9.85
FORD	10,455	12.1	10,455	9,332	12.0	29.1	28.87	25.01
FREIGHTLINER	1,844	-5.2	1,844	1,979	-6.8	5.1	5.09	5.30
G M C	2,561	6.3	2,561	2,557	.2	7.1	7.07	6.85
HINO	48	-20.0	48	72	-33.3	.1	.13	.19
ISUZU	811	-22.0	811	1,041	-22.1	2.2	2.24	2.79
IVECO	92	-4.2	92	96	-4.2	.2	.25	.25
JEEP	1,952	9.0	1,952	1,792	8.9	5.4	5.39	4.80
JOHN DEERE	1,858	-4.5	1,858	1,945	-4.5	5.1	5.13	5.21
KENWORTH	458	-1.5	458	465	-1.5	1.2	1.26	1.24
MACK/MIDLINER	1,018	-1.7	1,018	1,036	-1.7	2.8	2.81	2.77
MERCEDES BENZ	194	-10.4	194	216	-10.2	.5	.53	.57
MITSUBISHI FUSO	37	-2.6	37	38	-2.6	.1	.10	.10
NAVISTAR	2,414	8.2	2,414	2,230	8.2	6.7	6.66	5.97
OLDSMOBILE	1,005	1.2	1,005	993	1.2	2.8	2.77	2.66
PETERBILT	194	-.5	194	195	-.5	.5	.53	.52
PLYMOUTH	1,939	6.1	1,939	1,826	6.1	5.4	5.35	4.89
PONTIAC	1,041	-.1	1,041	1,042	-.1	2.9	2.87	2.79
SCANIA	4		4	2	100.0	.0	.01	.01
UD	92	-.5	92	112	-17.9	.2	.25	.30
VOLVO	92	-.5	92	96	-4.2	.2	.25	.26
WESTERN STAR	94	-.5	94	96	-2.1	.2	.26	.26
WHITEGMC	166	-.5	166	168	-1.2	.4	.46	.45
OTHER IMPORTS	1,615	3.1	1,615	1,579	2.3	4.4	4.45	4.23
MISC. DOMESTIC	37	-2.6	37	37	.0	.1	.10	.10
TOTAL	37,407	100.0	37,407	37,333	.2	100.0	100.0	100.0
1989 TOTAL	37,519	100.5	37,519	37,333	.5	100.0	100.0	100.0
1990 VS '89	97.57	91.33	97.70	85.81	47.58	70.58	93.92	82.91

REGISTRATIONS FOR THE STATE OF CALIFORNIA & THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 6 & UNDER	GVW 2 9-10	GVW 3 12-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-24	GVW 7 25-33	GVW 8 33 & OVER
CHEVROLET	5,242	3,634	985	19	2	666	523	17
CHRYSLER	1	-	-	-	-	-	-	-
DODGE	1,985	1,715	-	-	-	-	-	-
FORD	5,829	4,395	1,580	-	-	416	1,956	820
FREIGHTLINER	-	-	-	-	-	-	-	1880
G M C	1,241	1,142	140	48	104	339	770	38
HINO	-	-	11	-	17	21	48	-
ISUZU	1,562	-	309	40	21	36	44	-
IVECO	-	-	10	41	8	7	-	-
JEEP	1,952	9	-	-	-	-	-	-
JOHN DEERE	-	-	8	139	51	-	-	-
KENWORTH	-	-	-	-	-	-	17	1093
MACK/MIDLINER	-	-	-	-	-	99	170	1092
MERCEDES BENZ	-	-	-	-	-	54	85	-
MITSUBISHI FUSO	-	-	14	-	40	14	46	-
NAVISTAR	-	-	-	6	5	686	2202	2515
OLDSMOBILE	1005	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	25	1109
PLYMOUTH	1939	-	-	-	-	-	-	-
PONTIAC	1041	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	14
UD	-	-	57	-	36	20	27	-
VOLVO	-	-	-	-	-	-	69	2
WESTERN STAR	-	-	-	-	-	-	-	94
WHITEGMC	-	-	-	-	-	-	-	1166
OTHER IMPORTS	1515	52	-	-	-	-	-	-
MISC. DOMESTIC	26	34	-	-	-	60	-	177
TOTAL	23,807	10,010	1756	2135	285	2414	5985	10077
1989 TOTAL	24,519	10,510	2262	2486	620	3420	6445	12287
1990 VS '89	97.57	91.33	77.72	85.81	47.58	70.58	93.02	82.01

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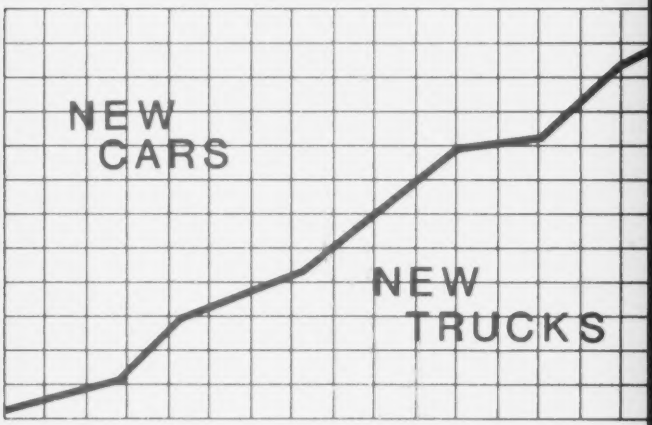
AUTOMIS

POCKET SUMMARY

FEBRUARY
1990

C7715-3 A

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	11262	16010	-29.64	1.71	2.19
LEBARON	4221	6129	-31.13	.64	.84
NEW YORKER	4417	8048	-45.12	.67	1.10
5TH AVE	95	127	-25.20	.01	.18
IMPERIAL	987	-	-	.15	-
DODGE	25737	32214	-20.11	3.92	4.42
DAYTONA	2597	4177	-37.82	.39	.57
SHADOW	4207	6264	-32.85	.64	.86
SPIRIT	7132	2706	+163.53	1.09	.37
DYNASTY	7297	9600	-23.99	1.12	1.32
ARIES	414	2914	-85.80	.06	.40
PLYMOUTH	19364	18949	+2.19	2.95	2.60
HORIZON	2646	2607	+1.50	.31	.36
SUNDANCE	5442	6128	-11.19	.82	.86
ACCLAIM	7347	3359	+118.78	1.12	.46
RELIANT	531	2873	-81.52	.08	.39
LASER	3741	578	+547.23	.57	.08
EAGLE	4399	5761	-23.63	.67	.79
PREMIER	1207	3024	-60.12	.18	.41
TALON	1488	-	-	.30	-
CHRYSLER CORP.	60762	72584	-16.28	9.25	9.94
FORD	99751	120421	-17.15	15.12	16.49
ESCORT	20156	24881	-18.98	3.07	3.41
PROBE	2157	3016	-28.48	.33	.41
MUSTANG	2714	4125	-34.20	.41	.56
TEMPO	16811	18618	-9.71	2.57	2.54
TAURUS	43134	36694	+17.55	6.58	5.05
CROWN VICTORIA	6914	7717	-10.40	1.05	1.06
THUNDERBIRD	7071	8880	-20.38	1.08	1.22
LINCOLN	15552	14501	+7.25	2.37	1.99
MERCURY	27118	33746	-19.64	4.13	4.57
TOPAZ	5775	6436	-10.27	.87	.89
SABLE	8477	7376	+14.93	1.29	1.01
COUGAR	6615	7551	-12.40	1.00	1.04
GRAND MARQUIS	7188	7743	-7.17	1.09	1.06
LINC/MERC DIV.	43811	49748	-11.93	6.66	6.82
FORD MOTOR CO.	143191	170169	-15.86	21.78	23.31
BUICK	13665	13644	+.15	2.08	1.87
SKYHAWK	1	1	-	.00	.00
SKYLARK	1265	1148	+10.19	.19	.16
CENTURY	4487	4128	+8.70	.68	.57
REGAL	5944	4971	+19.56	.90	.68
LESABRE	1944	1835	+5.94	.30	.25
RIVIERA	1014	1017	-.29	.15	.14
REATTA	310	545	-43.12	.05	.07
CADILLAC	18764	20745	-9.55	2.85	2.84
ALLANTE	1	2	-50.00	.00	.00
ELDORADO	3822	4710	-18.85	.58	.65
SEVILLE	14941	16033	-6.81	2.27	2.19
CHEVROLET	92586	95644	-3.20	14.05	13.11
PRIZM	7616	7	+108757.14	1.16	.00
CELEBRITY	4	-	-	.00	.00
LUMINA	14998	15	+99833.33	2.27	.00
CORSICA	11126	15701	-29.14	1.69	2.15
BERETTA	7644	13987	-45.35	1.16	1.92
CAVALIER	20285	21219	-4.40	3.07	2.91
CAMARO	4893	5156	-5.10	.74	.71
CORVETTE	1733	646	+168.27	.26	.09
OLDSMOBILE	34169	46855	-27.07	5.19	6.42
CALAIS	864	1930	-55.23	.13	.26
CUTLASS CIERA	9265	14766	-37.25	1.41	2.02
CUTLASS	9462	14	+67457.14	1.44	.00
TORONADO	1865	2864	-34.88	.28	.39
PONTIAC	42126	47859	-11.97	6.41	6.56
SUNBIRD	7402	5896	+25.57	1.13	.81
GRAND AM	13953	13815	+1.00	2.12	1.89
6000	7402	8704	-14.97	1.13	1.19
BONNEVILLE	5476	7767	-29.49	.83	1.06
FIREBIRD	2858	3636	-21.40	.43	.50
GRAND PRIX	4035	7241	-44.28	.61	.99
GEN. MTRS. CORP.	230842	263776	-12.48	35.10	36.15
MISC. DOMESTIC	8	244	-96.72	.00	.03
OTHER IMPORT	72111	64466	+11.86	10.97	8.83
U.S. TOTAL	657747	730121	-9.91		

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NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	10322	.76	7181	.48
CHEVROLET SPECTRUM/STORM	14542	1.03	8279	.56
CHRYSLER CONQUEST	181	.01	1025	.07
DODGE COLT DL/SW	2563	.20	4891	.33
DODGE COLT VISTA SW	519	.04	1181	.08
EAGLE MEDALLION	83	.01	1264	.09
EAGLE SUMMIT	2150	.16	3426	.23
FORD FESTIVA	10479	.77	12276	.83
GM LOTUS	12	-	28	-
L-M XR4	110	.01	623	.04
L-M SCORPIO	177	.01	3234	.22
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	3745	.24	7221	.48
PLYMOUTH COLT DL/SW	2685	.20	4507	.30
PLYMOUTH COLT VISTA SW	563	.04	1098	.07
PONTIAC LEMANS	3481	.25	9205	.62
OTHERS	726	.05	63	-
TOTAL DOMESTIC SPONSORED IMPORTS	61534	4.77	65497	4.41
OTHER IMPORTS				
ACURA	19678	1.34	19874	1.34
AUDI	2937	.20	3071	.20
BMW	8939	.54	11865	.80
HONDA	102179	7.50	81174	5.40
HYUNDAI	22020	1.61	31576	2.13
INFINITI	1920	.13	-	-
ISUZU	5458	.35	3059	.20
LEXUS	7699	.56	-	-
MAZDA	32512	2.39	32866	2.21
MERCEDES BENZ	10345	.76	10900	.73
MITSUBISHI	33742	2.47	10280	.69
NISSAN	61045	4.47	63916	4.31
SAAB	3706	.27	5098	.34
SUBARU	14104	1.03	22955	1.55
TOYOTA	104549	7.66	96185	6.48
VOLKSWAGEN	15529	1.14	17257	1.16
VOLVO	8757	.64	15751	1.06
OTHERS	8748	.64	12016	.81
TOTAL OTHER IMPORTS	465493	34.13	476671	32.82
GRAND TOTAL ALL IMPORT CARS	527027	38.90	542168	36.23

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	2670	.76	9261	.68
DODGE RAIDER	661	.19	1139	.16
CHEVROLET GEO TRACKER	4200	.56	1399	.18
OTHER IMPORTS				
ISUZU	19671	2.06	14762	1.93
MAZDA	19778	2.14	17297	2.27
MITSUBISHI	7145	.77	6287	.82
NISSAN	27749	2.76	26796	3.46
SUZUKI	4485	.33	5273	.69
TOYOTA	59263	5.24	76278	9.02
VOLKSWAGEN	417	.07	595	.08
OTHERS	1138	.15	730	.10
TOTAL OTHER IMPORT TRUCKS	107856	11.80	129656	14.38
GRAND TOTAL ALL IMPORT TRUCKS	111719	14.85	139456	15.40

UNITED STATES SUMMARY

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NEW VEHICLE REGISTRATIONS UNITED STATES CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1991	10888518	4675140
1990	10139842	4501003
1989	10169466	4393868
1988	10479931	5011100
1987	9852417	5170199

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	2,452	55,413	69.26	1.80	2.16	203362
LEBARON	9515	12944	73.49	1.87	1.87	92708
NEW YORKER	9315	13477	69.14	1.73	1.24	87244
5TH AVE	2,222	2,901	76.58	1.02	1.20	11913
IMPERIAL	1819			1.13		1467
DODGE	51158	66046	80.43	1.83	4.46	454935
DAYTONA	5501	7787	71.10	1.47	1.52	66719
SHADOW	7566	12165	78.84	1.71	1.87	91515
SPIRIT	14,307	14788	258.87	1.56	1.52	71008
DYNASTY	15191	18525	81.51	1.11	1.25	111911
ARIES	3345	8546	11.64	1.07	1.66	155693
PLYMOUTH	19544	24274	100.72	2.90	2.64	304911
HORIZON	7834	5776	86.26	1.29	1.19	73894
SUNDANCE	7874	12698	61.69	1.51	1.86	85907
ACCLAIM	16,17	6,00	293.51	1.13	1.19	66864
RELIANT	12567	8122	15.48	1.03	1.55	35702
LASER	1276			1.57	1.04	18859
EAGLE	3822	10717	84.18	1.66	1.72	70897
PREMIER	261	4022	47.35	1.14	1.40	40385
TALON	4178			1.31		5909
CHRYSLER CORP	124,251	151,10	87.78	2.55	15,20	1031153
FORD	35,843	48,259	82.94	16,23	16,71	1528647
ESCORT	14,68	19,60	75.14	3.36	3.46	314260
PROBE	6,75	10,67	91.87	1.21	1.21	136545
MUSTANG	17,60	23,54	74.09	1.28	1.33	164564
TEMPO	27,63	41,39	83.66	2.78	2.94	274595
TAURUS	51,76	54,34	96.04	3.78	3.66	510156
CROWN VICTORIA	15,83	18,47	100.64	1.14	1.04	108393
THUNDERBIRD	14,25	18,17	79.37	1.14	1.22	120801
LINCOLN	14,27	17,85	79.97	2.51	2.08	197911
MERCURY	29,23	41,98	71.38	4.15	4.67	458165
TOPAZ	13,66	14,28	93.32	1.44	1.36	86449
SABLE	19,16	19,15	92.56	1.73	1.70	112277
COUGAR	11,49	17,82	80.48	1.04	1.35	93117
GRAND MARQUIS	16,15	14,72	109.64	1.40	1.16	111681
LINC/MERC DIV	47,95	51,87	84.45	4.94	4.91	676451
FORD MOTOR CO	112,02	142,10	85.44	23,83	23,69	2256536
BUICK	13,13	20,46	64.15	1.39	1.94	190268
SKYHAWK	67	1,14	58.77	1.14	1.08	10738
SKYLARK	4,16	7,14	58.26	1.44	1.68	61758
CENTURY	4,18	7,19	58.13	1.41	1.69	118612
REGAL	3,94	5,38	73.19	1.83	1.27	73115
LESABRE	5,14	6,19	83.01	1.81	1.46	144826
RIVIERA	1,14	1,14	100.00	1.14	1.14	13113
REATTA	1,14	1,14	100.00	1.14	1.14	7329
CADILLAC	11,44	12,98	85.53	1.69	2.97	211237
ALLANTE	1,14	1,14	100.00	1.14	1.14	7112
ELDORADO	4,14	4,14	100.00	1.14	1.14	83505
SEVILLE	4,14	7,14	57.14	1.14	1.14	27655
CHEVROLET	47,14	57,14	82.47	14,14	13,14	1154654
PRIZM	11,14	14,14	78.57	1.14	1.14	73476
CELEBRITY	11,14	14,14	78.57	1.14	1.14	114856
LUMINA	11,14	14,14	78.57	1.14	1.14	114548
CORVETTA	1,14	1,14	100.00	1.14	1.14	14267
BERETTA	1,14	1,14	100.00	1.14	1.14	14718
CAVALIER	14,14	14,14	100.00	1.14	1.14	152380
CAMAR	1,14	1,14	100.00	1.14	1.14	19176
CORVETTE	1,14	1,14	100.00	1.14	1.14	24815
OLDSMOBILE	11,14	14,14	81.14	1.14	1.14	117706
CALAIS	1,14	1,14	100.00	1.14	1.14	14560
CUTLASS CIERA	1,14	1,14	100.00	1.14	1.14	14161
CUTLASS	1,14	1,14	100.00	1.14	1.14	10544
TORNADO	1,14	1,14	100.00	1.14	1.14	1765
PONTIAC	14,14	14,14	81.14	1.14	1.14	135455
SUNBIRD	1,14	1,14	100.00	1.14	1.14	14556
GRAND AM	1,14	1,14	100.00	1.14	1.14	23623
6000	1,14	1,14	100.00	1.14	1.14	14459
BONNEVILLE	1,14	1,14	100.00	1.14	1.14	13399
FIREBIRD	1,14	1,14	100.00	1.14	1.14	14666
GRAND PRIX	1,14	1,14	100.00	1.14	1.14	11484
GEN MTRS CORP	1,14	1,14	100.00	1.14	1.14	1481611
IMPS OF AMERICA	1,14	1,14	100.00	1.14	1.14	134
OTHER IMPORT	1,14	1,14	100.00	1.14	1.14	1111361
U.S. TOTAL	1,14	1,14	100.00	1.14	1.14	1465611

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	185244	24.63	185244	191002	96.99	24.63	25.08
CHRYSLER	596	.08	596	-	-	.08	-
DODGE	90132	11.98	90132	85540	105.37	11.98	11.22
FORD	214457	28.52	214457	220688	97.18	28.52	28.96
FREIGHTLINER	4011	.53	4011	4318	92.89	.53	.57
G.M.C.	52016	6.91	52016	53525	97.18	6.91	7.02
HINO	319	.04	319	348	91.67	.04	.05
ISUZU	16661	2.21	16661	15749	105.79	2.21	2.07
IVECO	293	.04	293	331	88.52	.04	.04
JEEP	33043	4.39	33043	38285	86.31	4.39	5.02
JOHN DEERE	582	.08	582	1035	56.23	.08	.14
KENWORTH	2303	.31	2303	3126	73.67	.31	.41
MACK/MIDLINER	2574	.34	2574	4438	58.00	.34	.58
MERCEDES BENZ	269	.04	269	314	85.67	.04	.04
MITSUBISHI FUSO	505	.07	505	626	80.67	.07	.08
NAVISTAR	10193	1.36	10193	12745	79.98	1.36	1.67
OLDSMOBILE	2399	.32	2399	-	-	.32	-
PETERBILT	2137	.28	2137	3236	67.89	.28	.42
PLYMOUTH	39785	5.29	39785	27488	144.74	5.29	3.61
PONTIAC	3042	.40	3042	-	-	.40	-
SCANIA	19	-	19	24	79.17	-	-
UD	261	.03	261	239	109.21	.03	.03
VOLVO	140	.02	140	235	59.57	.02	.03
WESTERN STAR	181	.02	181	256	70.70	.02	.03
WHITEGMC	2103	.28	2103	3355	62.66	.28	.44
OTHER IMPORTS	88251	11.73	88251	94907	92.99	11.73	12.45
MISC. DOMESTIC	643	.09	643	480	133.96	.09	.06
U. S. TOTAL	752225		752225	762291	98.68		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16.1-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	104386	75481	2212	268	33	1195	1036	35
CHRYSLER	596	-	-	-	-	-	-	-
DODGE	71018	18114	-	-	-	-	-	-
FORD	110142	34430	-	3605	-	748	3525	1546
FREIGHTLINER	-	-	-	-	-	-	-	4011
G.M.C.	24788	24255	372	170	228	623	1955	69
HINO	-	-	37	-	51	86	145	-
ISUZU	15531	-	843	85	37	95	70	-
IVECO	-	2	184	15	15	17	-	-
JEEP	33031	12	-	-	-	-	-	-
JOHN DEERE	-	1	18	447	116	-	-	-
KENWORTH	-	-	-	-	-	-	35	2268
MACK/MIDLINER	-	-	-	-	-	161	327	2086
MERCEDES BENZ	-	-	-	-	-	94	175	-
MITSUBISHI FUSO	-	-	243	-	105	30	77	-
NAVISTAR	-	-	-	7	14	1397	4204	4571
OLDSMOBILE	2399	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	43	2148
PLYMOUTH	39785	-	-	-	-	-	-	-
PONTIAC	3042	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	19
UD	-	-	105	-	77	53	46	-
VOLVO	-	-	-	-	-	-	132	8
WESTERN STAR	-	-	-	-	-	-	-	181
WHITEGMC	-	-	-	-	-	-	-	2103
OTHER IMPORTS	88036	215	-	-	-	-	-	-
MISC. DOMESTIC	62	66	-	-	4	141	5	367
TOTAL	493014	213614	4022	4657	680	4621	12174	19418
1989 TOTAL	481368	220990	5059	5205	1454	7666	13147	29196
1990 vs '89	102.00	96.67	79.52	89.47	46.77	60.28	92.61	66.49

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R. L. POLK & CO.

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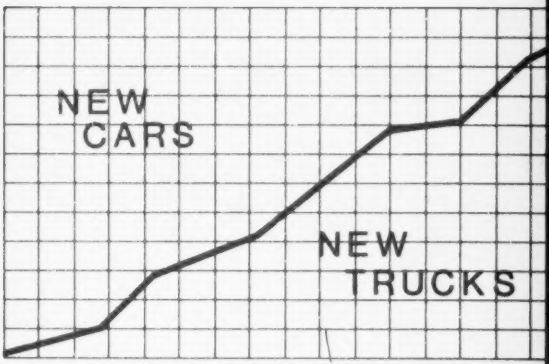
C7715-31

POCKET SUMMARY

MARCH 1990

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	19,472	17,656	10.30	1.80	2.07
LEBARON	6,957	7,401	93.97	.63	.87
NEW YORKER	4,724	8,068	53.35	.56	.94
5TH AVE	90	1,499	6.00	.01	.18
IMPERIAL	699			.07	
DODGE	2,612	787	231.90	.12	
DAYTONA	4,861	6,101	79.71	1.67	4.55
SHADOW	5,457	6,716	85.44	.37	.75
SPIRIT	1,495	4,525	80.55	.37	.80
DYNASTY	1,015	1,045	150.70	.37	.58
ARIES	181	1,016	74.68	.01	.21
PLYMOUTH	1,361	1,216	92.82	.05	.16
HORIZON	2,085	2,415	90.65	2.15	2.76
SUNDANCE	4,734	7,059	67.05	.50	.30
ACCLAIM	7,570	5,852	136.27	.62	.84
RELIANT	915	1,116	81.99	.03	.69
LASER	105	1,015	10.34	.01	.16
EAGLE	4,466	1,117	399.82	.53	.11
PREMIER	1,161	1,117	103.94	.09	.07
TALON	3,305	4,114	80.34	.27	.37
CHRYSLER CORP	83,176	89,885	92.54	8.58	10.21
FORD	33,139	33,950	97.61	3.42	3.85
ESCORT	22,214	24,502	90.66	2.29	2.45
PROBE	9,181	11,128	84.51	.95	1.45
MUSTANG	12,852	14,211	83.05	1.40	2.02
TEMPO	18,111	18,648	97.12	2.14	2.14
TAURUS	27,148	28,648	94.76	2.80	3.19
CROWN VICTORIA	8,214	9,513	86.33	.85	1.12
THUNDERBIRD	8,602	11,995	71.71	.89	1.54
LINCOLN	21,316	19,614	108.67	2.20	1.85
MERCURY	21,316	19,614	111.33	2.20	1.85
TOPAZ	5,292	5,914	89.49	.55	.78
SABLE	8,411	9,274	90.70	.87	1.23
COUGAR	7,613	9,966	76.39	.79	1.32
GRAND MARQUIS	3,562	3,304	107.80	.37	.15
LINC/MERC DIV	5,175	4,156	124.52	.53	.09
FORD MOTOR CO	62,630	63,720	98.29	6.46	8.11
BUICK	13,894	15,114	91.93	1.43	2.42
SKYHAWK	118	345	34.20	.01	.03
SKYLARK	2,119	2,775	76.36	.22	.25
CENTURY	10,747	9,371	114.69	1.11	.65
REGAL	10,629	7,862	135.19	1.10	1.50
LESABRE	7,579	9,203	82.35	.78	1.34
RIVIERA	1,816	1,703	106.63	.19	.19
REATTA	1,348	1,319	102.20	.14	.09
CADILLAC	2,734	2,789	98.03	.28	.07
ALLANTE	1,204	1,255	95.92	1.09	2.81
ELDORADO	2,014	2,930	87.71	.21	.23
SEVILLE	2,854	3,615	78.95	.29	.36
CHEVROLET	61,232	63,111	97.02	6.32	7.24
PRIZM	8,681	2,988	290.53	1.11	1.33
CELEBRITY	3,605	3,941	91.48	.37	.74
LUMINA	13,162	11,132	118.23	1.36	1.82
CORSICA	8,140	11,476	70.93	.84	1.52
BERETTA	8,744	11,276	77.55	.90	2.52
CAVALIER	24,553	27,113	90.55	2.53	1.60
CAMARO	5,364	4,553	117.79	.55	1.20
CORVETTE	1,783	1,712	104.15	.18	.20
OLDSMOBILE	15,778	15,444	102.16	1.63	1.20
CALAIS	1,621	1,777	91.22	.17	.91
CUTLASS CIERA	11,154	11,865	93.99	1.15	1.10
CUTLASS	11,053	9,558	115.64	1.14	1.12
TORONADO	1,365	1,776	175.90	.14	.09
PONTIAC	17,787	17,317	102.70	1.83	1.91
SUNBIRD	7,961	8,614	92.41	1.03	1.01
GRAND AM	14,305	13,554	77.20	1.85	2.78
6000	7,745	9,158	74.63	.61	.75
BONNEVILLE	5,868	8,834	67.78	.77	1.04
FIREBIRD	3,078	4,211	73.09	.40	.68
GRAND PRIX	9,243	14,738	64.34	1.20	1.69
GEN. MTRS. CORP	27,810	31,755	87.58	3.6	37.31
OTHER DOMESTIC	4	6	50.00		
OTHER IMPORT	26,114	25,769	101.34	14.35	10.24
U.S. TOTAL	193,765	257,169	90.89		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% INC		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	18,267	17,869	-2.18	1.21	2.27	233,353
LEBARON	15,445	20,136	-23.31	1.03	1.87	52,708
NEW YORKER	4,114	6,645	-38.09	.27	1.13	17,244
5TH AVE	112	1,422	-92.12	.01	.14	1,973
IMPERIAL	471			.03		1,467
DODGE	65,549	104,786	-37.45	4.36	9.49	294,893
DAYTONA	9,388	14,250	-34.11	.62	1.29	44,119
SHADOW	8,237	13,338	-38.24	.55	1.20	38,579
SPIRIT	21,803	37,697	-42.16	1.45	3.41	71,008
DYNASTY	22,955	29,076	-21.05	1.52	2.63	77,187
ARIES	2,966	9,425	-68.52	.20	.85	23,000
PLYMOUTH	50,198	62,462	-19.63	3.34	5.66	155,589
HORIZON	8,116	8,215	-1.21	.54	.74	30,411
SUNDANCE	12,569	19,147	-34.36	.84	1.73	39,894
ACCLAIM	24,147	27,252	-11.40	1.61	2.47	85,907
RELIANT	5,217	7,848	-33.51	.35	.71	28,866
LASER	112	1,020	-89.02	.01	.09	10,502
EAGLE	1,194	1,801	-33.70	.08	.16	18,815
PREMIER	1,163	1,801	-35.42	.08	.16	10,897
TALON	31			.00		7,918
CHRYSLER CORP	135,208	186,918	-27.66	9.00	16.93	783,153
FORD	1,377,307	1,291,135	6.67	91.64	116.96	5,174,153
ESCORT	437,061	382,161	14.36	29.08	34.62	1,268,647
PROBE	15,621	21,859	-28.54	1.04	1.98	144,260
MUSTANG	28,122	45,165	-37.74	1.87	4.09	155,545
TEMPO	58,484	53,611	9.09	3.89	4.86	164,384
TAURUS	164,621	134,010	22.84	10.95	12.14	434,595
CROWN VICTORIA	24,854	24,513	1.39	1.65	2.22	110,136
THUNDERBIRD	21,124	23,578	-10.41	1.41	2.14	100,383
LINCOLN	15,581	16,288	-4.34	1.04	1.48	72,009
MERCURY	98,949	108,974	-9.20	6.58	9.87	397,971
TOPAZ	9,124	10,887	-16.20	.61	.99	40,185
SABLE	27,782	27,799	-.06	1.85	2.52	80,449
COUGAR	7,854	23,600	-66.72	.52	2.14	12,217
GRAND MARQUIS	14,923	25,124	-40.61	.99	2.28	39,119
LINC/MERC DIV	1,930	2,552	-24.41	.13	.23	11,168
FORD MOTOR CO	1,592,031	1,539,962	3.38	105.91	139.55	6,156,951
BUICK	102,653	121,088	-15.22	6.83	10.97	465,338
SKYHAWK	611	1,407	-56.57	.04	.13	5,060
SKYLARK	2,347	3,131	-25.04	.16	.28	17,119
CENTURY	20,141	19,206	4.87	1.34	1.74	84,768
REGAL	12,918	27,262	-52.62	.86	2.47	115,842
LESABRE	15,716	27,018	-41.84	1.05	2.45	79,315
RIVIERA	4,545	7,324	-37.94	.30	.66	19,828
REATTA	1,855	1,739	6.67	.12	.16	19,119
CADILLAC	11,606	6,787	71.04	.77	.62	7,929
ALLANTE	665	661	1.00	.04	.06	1,297
ELDORADO	5,235	1,623	69.24	.35	.15	1,512
SEVILLE	5,712	4,010	42.44	.38	.36	3,050
CHEVROLET	510,858	511,744	-.17	33.98	46.36	2,150
PRIZM	7,470	7,744	-3.54	.50	.70	135,854
CELEBRITY	7,317	5,588	30.95	.49	.51	70,470
LUMINA	52,439	1,115		3.49	.10	10,055
CORSICA	4,517	3,013	49.91	.30	.27	10,648
BERETTA	15,647	10,711	46.08	1.04	.97	19,067
CAVALIER	70,865	74,851	-5.32	4.71	6.78	145,718
CAMARO	15,780	25,917	-39.11	1.05	2.35	102,280
CORVETTE	4,451	4,118	8.09	.30	.37	9,705
OLDSMOBILE	121,557	151,484	-19.75	8.09	13.72	22,810
CALAIS	21,553	31,822	-32.27	1.43	2.88	65,706
CUTLASS CIERA	30,079	47,871	-37.17	2.00	4.34	35,950
CUTLASS	29,865	48,245	-38.09	1.99	4.37	134,161
CORONADO	1,061	2,092	-49.28	.07	.19	11,598
PONTIAC	136,881	173,886	-21.29	9.11	15.75	9,765
SUNBIRD	24,595	37,206	-33.89	1.64	3.37	69,457
GRAND AM	44,400	51,514	-13.81	2.95	4.66	102,858
6000	12,590	18,660	-32.53	.83	1.69	20,622
BONNEVILLE	16,805	23,058	-27.12	1.12	2.09	69,254
FIREBIRD	5,532	12,132	-54.39	.37	1.10	89,199
GRAND PRIX	27,597	29,316	-5.86	1.84	2.65	55,666
GEN. MTRS. CORP	1,156,193	1,448,274	-20.16	76.93	131.17	1,119,584
OTHER DOMESTIC	18	1	1700.00	.00	.00	548,000
OTHER IMPORT	1,139,307	1,116,022	2.09	75.81	101.09	794
U.S. TOTAL	2,788,554	2,756,157	1.18	185.54	249.66	7,112,067

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	1043	25.39	28956	32266	89.73	26.63	25.24
CHRYSLER	22	.05	82	-	-	.07	-
DODGE	397	9.82	12384	13347	92.78	11.23	11.13
FORD	1217	30.11	33620	34970	96.14	29.07	29.17
FREIGHTLINER	20	.52	612	698	87.68	.53	.58
G.M.C.	275	6.76	7936	8529	93.05	6.80	7.11
HINO	22	.05	54	52	103.22	.05	.04
ISUZU	121	3.01	2885	2485	116.07	2.49	2.07
IVECO	22	.05	52	45	115.56	.05	.04
JEEP	172	4.26	5027	5714	87.97	4.35	4.82
JOHN DEERE	3	.10	96	167	57.92	.08	.14
KENWORTH	15	.38	384	488	78.78	.33	.41
MACK/MIDLINER	15	.38	412	680	60.58	.36	.57
MERCEDES BENZ	1	.02	40	49	81.63	.04	.04
MITSUBISHI FUSO	2	.07	73	92	85.79	.07	.08
NAVISTAR	54	1.34	1553	1855	84.22	1.35	1.55
OLDSMOBILE	15	.39	398	-	-	.34	-
PETERBILT	11	.23	356	485	69.41	.29	.40
PLYMOUTH	111	2.75	5094	4358	116.87	4.40	3.64
PONTIAC	20	.51	596	-	-	.74	-
SCANIA	1	-	34	30	113.33	-	-
UD	1	.04	43	41	106.10	.04	.03
VOLVO	1	.02	21	32	65.46	.02	.03
WESTERN STAR	9	.22	27	40	69.33	.02	.03
WHITEGMC	1	.14	34	48	71.81	.30	.40
OTHER IMPORTS	216	12.76	13886	14879	94.00	12.09	12.41
MISC. DOMESTIC	3	.12	13	80	16.25	.12	.07
U. S. TOTAL	4044		15695	19408	26.45		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-25	GVW 7 25-33	GVW 8 33 & OVER
CHEVROLET	18423	11386	1665	409	43	1758	1534	49
CHRYSLER	82	-	-	-	-	-	-	-
DODGE	3335	8051	-	-	-	-	-	-
FORD	15955	15062	-	-	-	-	-	-
FREIGHTLINER	-	-	-	58	8	120	525	2041
G.M.C.	5628	3758	505	225	519	853	3560	6190
HINO	-	-	61	-	33	147	238	114
ISUZU	2536	-	2139	170	75	912	137	-
IVECO	-	5	321	125	46	34	-	-
JEEP	5025	18	-	-	-	-	-	-
JOHN DEERE	-	-	27	744	197	-	-	-
KENWORTH	-	-	-	-	-	-	70	3777
MACK/MIDLINER	-	-	-	-	-	257	477	3386
MERCEDES BENZ	-	-	-	-	-	139	210	-
MITSUBISHI FUSO	-	-	437	-	179	55	135	-
NAVISTAR	-	-	-	13	21	2506	5475	6616
OLDSMOBILE	3389	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	101	3263
PLYMOUTH	5094	-	-	-	-	-	-	-
PONTIAC	5886	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	34
UD	-	-	159	-	148	55	77	-
VOLVO	-	-	-	-	-	-	199	17
WESTERN STAR	-	-	-	-	-	-	-	270
WHITEGMC	-	-	-	-	-	-	-	3479
OTHER IMPORTS	13952	340	-	-	-	-	-	-
MISC. DOMESTIC	107	101	-	8	8	254	25	849
TOTAL	74329	39161	7382	7539	1332	8152	19351	30403
1989 TOTAL	156116	35231	8702	8359	2129	10785	21063	38857
1990 vs '89	98.2%	96.2%	84.82	90.19	62.60	75.56	91.87	78.24

REGISTRATIONS FROM THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.
MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	15049	.70	11339	.49
CHEVROLET SPECTRUM/STORM	23771	1.11	13529	.58
CHRYSLER CONQUEST	654	.03	1615	.07
DODGE COLT DL/SW	4041	.19	8016	.34
DODGE COLT VISTA SW	612	.04	1805	.08
EAGLE MEDALLION	1	-	2054	.09
EAGLE SUMMIT	3578	.17	5376	.23
FORD FESTIVA	15592	.73	18835	.81
GM LOTUS	26	-	46	-
L-M XR4	175	.01	1891	.05
L-M SCORPIO	123	.01	3827	.16
MERCURY CAPRI				
MERCURY TRACER	4544	.21	11661	.50
PLYMOUTH COLT DL/SW	4152	.19	7260	.31
PLYMOUTH COLT VISTA SW	1	-	1698	.07
PONTIAC LEMANS	5879	.27	13162	.56
OTHERS	1260	.06	145	.01
TOTAL DOMESTIC SPONSORED IMPORTS	80459	3.76	101439	4.34
OTHER IMPORTS				
ACURA	31028	1.45	31804	1.35
AUDI	4595	.21	4499	.19
BMW	13442	.63	18294	.78
HONDA	162576	7.59	148716	6.37
HYUNDAI	33241	1.55	49507	2.12
INFINITI	151	.01	-	-
ISUZU	1019	.05	4486	.19
LEXUS	11938	.56	-	-
MAZDA	52561	2.46	52527	2.25
MERCEDES BENZ	16547	.77	17082	.73
MITSUBISHI	45336	2.15	17654	.76
NISSAN	97057	4.54	109447	4.68
SAAB	5956	.28	7751	.33
SUBARU	21615	1.02	36134	1.55
TOYOTA	167627	7.83	141550	6.06
VOLKSWAGEN	24763	1.16	27629	1.18
VOLVO	21506	1.01	25744	1.02
OTHERS	13552	.62	18535	.78
TOTAL OTHER IMPORTS	727804	34.04	715020	30.61
GRAND TOTAL ALL IMPORT CARS	808263	37.80	816459	34.95

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	5854	.33	7898	.66
DODGE RAIDER	861	.05	1620	.14
CHEVROLET GEO TRACKER	6734	.38	2171	.18
OTHER IMPORTS				
ISUZU	25354	2.19	22691	1.89
MAZDA	24988	2.16	27785	2.32
MITSUBISHI	11147	.96	9800	.82
NISSAN	36425	3.15	41122	3.43
SUZUKI	4053	.35	8051	.67
TOYOTA	60715	5.20	59883	4.99
VOLKSWAGEN	1317	.11	965	.08
OTHERS	1754	.15	1173	.10
TOTAL OTHER IMPORT TRUCKS	165232	14.28	171438	14.30
GRAND TOTAL ALL IMPORT TRUCKS	176981	15.27	181177	15.28

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888808	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

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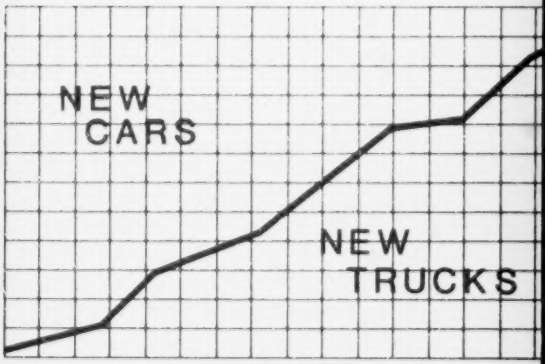
APRIL
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

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R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	13681	20422	67.02	1.82	2.42
LEBARON	7439	9027	82.41	.99	1.07
NEW YORKER	3964	9065	43.73	.53	1.07
5TH AVE	90	1579	5.70	.01	.19
IMPERIAL	87			.01	
DODGE	24621	43628	56.44	3.28	5.18
DAYTONA	2842	8429	33.72	.38	1.00
SHADOW	5067	6598	76.80	.67	.78
SPIRIT	3715	6305	100.50	.50	.75
DYNASTY	5178	11473	53.85	.69	1.37
ARIES	220	3611	6.06	.03	.43
PLYMOUTH	19610	25641	76.48	2.61	3.04
HORIZON	1735	252	66.20	.23	.31
SUNDANCE	4634	6898	68.07	.62	.82
ACCLAIM	7945	7595	103.24	1.06	.91
RELIANT	255	1391	7.52	.03	.40
LASER	1432	265	271.09	.48	.15
EAGLE	4274	6572	65.03	.57	.78
PREMIER	1154	3916	30.54	.16	.46
TALON	1748			.23	
CHRYSLER CORP	62134	95453	64.61	8.28	11.42
FORD	112981	136672	83.15	15.04	16.35
ESCORT	22679	27326	81.93	3.05	3.31
PROBE	9124	10958	84.44	1.21	1.28
MUSTANG	10361	15421	67.49	1.38	1.83
TEMPO	18050	21427	84.29	2.40	2.54
TAURUS	28303	33338	84.90	3.76	3.97
CROWN VICTORIA	9059	9890	91.70	1.21	1.17
THUNDERBIRD	10229	12631	81.04	1.36	1.50
LINCOLN	19391	16305	118.91	2.58	2.91
MERCURY	32649	45151	78.66	4.35	5.11
TOPAZ	1205	8019	85.89	.96	.95
SABLE	7334	11256	69.59	1.02	1.30
COUGAR	8045	9275	86.75	1.07	1.10
GRAND MARQUIS	8690	9440	92.06	1.17	1.12
LINC/MERC DIV.	52641	61138	86.10	7.01	7.25
FORD MOTOR CO.	165562	197810	83.67	22.05	23.47
BUICK	44104	46830	94.17	5.91	5.52
SKYHAWK	1804	1865	97.34	.01	.23
SKYLARK	7432	5476	135.67	.99	.65
CENTURY	9598	11617	82.62	1.28	1.39
REGAL	6367	7209	88.33	.85	.85
LESABRE	14671	10597	137.94	1.96	1.26
RIVIERA	2038	1946	104.73	.27	.23
REATTA	606	605	100.11	.08	.07
CADILLAC	22109	22494	98.29	2.94	2.67
ALLANTE	236	295	80.00	.03	.03
ELDORADO	2292	3072	74.61	.30	.36
SEVILLE	2488	2079	119.67	.33	.25
CHEVROLET	120592	118089	102.12	16.07	14.00
PRIZM	3133	2594	305.04	1.22	.30
CELEBRITY	2394	16071	14.89	.32	1.91
LUMINA	13962			2.55	.16
CORSICA	16737	18014	92.91	2.23	2.14
BERETTA	7111	15322	50.33	1.03	1.82
CAVALIER	26637	25836	103.10	3.56	3.04
CAMARO	5350	10529	50.81	.78	1.25
CORVETTE	1581	1972	101.54	.22	.40
OLDSMOBILE	44234	54334	81.41	5.85	6.44
CALAIS	9152	8006	114.44	1.22	.95
CUTLASS CIERA	10385	11597	89.02	1.38	2.08
CUTLASS	10955	7655	143.10	1.46	.91
TORONADO	1310	720	183.06	.18	.09
PONTIAC	51373	64053	80.20	6.84	7.60
SUNBIRD	7348	9365	78.43	.98	1.11
GRAND AM	19200	17122	112.14	2.55	2.03
6000	3813	6837	55.77	.51	.81
BONNEVILLE	5162	8160	63.20	.69	.97
FIREBIRD	3086	6827	45.20	.41	.81
GRAND PRIX	10639	10866	97.91	1.42	1.29
GEN. MTRS. CORP	282744	305403	92.58	37.65	36.23
MISC. DOMESTIC	274	12	1,283.67		
OTHER IMPORT	24086	24283	99.19	3.21	2.88
U.S. TOTAL	751658	843550	89.09		

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UNITED STATES SUMMARY R. 1-90
APRIL 1990 ISSUED 08/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	52179	77491	71.00	1.60	2.31	203352
LEBARON	23892	29385	81.30	.83	.92	92700
NEW YORKER	18195	35610	51.10	.83	1.12	87244
5TH AVE	402	5981	6.72	.01	.19	11973
IMPERIAL	3562	-	-	.12	-	14677
DODGE	100177	140414	71.34	3.68	4.67	454893
DAYTONA	11230	22519	49.87	.39	.71	68719
SHADOW	20196	25636	78.78	.70	.81	93578
SPIRIT	29526	16803	175.75	.99	.50	71009
DYNASTY	29184	40549	71.97	1.01	1.27	111911
ARIES	1598	15215	10.50	.06	.48	35569
PLYMOUTH	80445	88334	91.07	2.78	2.78	304911
HORIZON	7268	10955	71.71	.27	.34	39894
SUNDANCE	17269	26653	64.78	.60	.84	95597
ACCLAIM	32107	18948	169.45	1.10	.60	68884
RELIANT	1964	14588	13.46	.07	.46	35702
LASER	14678	3067	478.58	.51	.10	18839
EAGLE	11784	24319	73.50	.62	.76	70857
PREMIER	495	14248	3.82	.17	.44	40983
TALON	7922	-	-	.28	-	5909
CHRYSLER CORP.	256675	334558	76.72	8.88	10.52	1034153
FORD	428764	516126	83.00	14.81	16.24	1528867
ESCORT	86616	116152	74.57	3.00	3.65	344260
PROBE	34986	39547	88.47	1.21	1.24	125545
MUSTANG	38693	62186	62.22	1.34	1.96	184384
TEMPO	75044	81044	92.60	2.60	2.55	234595
TAURUS	105418	116510	90.48	3.62	3.68	351036
CROWN VICTORIA	31690	34469	91.94	1.11	1.10	108353
THUNDERBIRD	33160	40531	81.81	1.15	1.27	120801
LINCOLN	19228	63351	118.75	2.80	1.99	197971
MERCURY	123607	151729	81.47	4.28	4.77	460185
TOPAZ	26354	30213	87.23	.91	.95	86449
SABLE	31408	38855	80.84	1.09	1.18	112277
COUGAR	26608	33175	80.20	.92	1.04	99117
GRAND MARQUIS	33620	34466	97.55	1.17	1.08	111681
LINC/MERC DIV.	199929	221080	90.43	6.92	6.95	670951
FORD MOTOR CO.	628693	737206	85.27	21.73	23.19	2199818
BUICK	106127	117189	90.55	3.67	3.68	360060
SKYHAWK	638	6837	9.33	.02	.22	17419
SKYLARK	29586	18609	158.99	1.02	.59	83788
CENTURY	39644	46863	84.60	1.37	1.46	135842
REGAL	19385	26290	73.75	.67	.83	79215
LESABRE	30411	37615	138.22	1.75	1.18	144820
RIVIERA	6584	6270	105.01	.23	.20	19319
REATTA	1723	2099	82.09	.06	.07	7929
CADILLAC	83740	89866	93.19	2.90	2.83	271297
ALLANTE	501	958	74.05	.03	.03	3112
ELDORADO	7525	10645	70.69	.26	.34	30508
SEVILLE	8700	8099	107.55	.31	.25	23630
CHEVROLET	431580	435436	99.11	14.92	13.70	1354854
PRIZM	34547	6180	559.01	1.19	.19	70470
CELEBRITY	81775	71660	113.84	2.82	2.25	240285
LUMINA	71990	2527	-	2.49	.08	101640
CORSICA	60130	65087	92.38	2.08	2.05	190487
BERETTA	31361	53097	59.08	1.08	1.67	145718
CAVALIER	97534	100719	96.84	3.38	3.18	302380
CAMARO	21752	35820	60.73	.75	1.13	99871
CORVETTE	6133	5790	105.92	.21	.18	22915
OLDSMOBILE	187324	205818	91.30	5.19	6.47	609708
CALAIS	31040	29480	105.34	1.07	.94	96980
CUTLASS CIERA	40477	85969	61.03	1.40	2.68	134161
CUTLASS	40966	35858	114.12	1.42	1.13	101593
TORONADO	4482	2812	159.39	.16	.09	9765
PONTIAC	188083	243139	77.36	6.51	7.65	695437
SUNBIRD	32050	29880	107.26	1.11	.94	102858
GRAND AM	83608	70258	90.54	2.28	2.22	204829
6000	16204	25511	83.50	.56	.80	89459
BONNEVILLE	21968	31236	70.33	.76	.98	89399
FIREBIRD	11781	19599	80.11	.41	.62	55666
GRAND PRIX	34339	46217	74.30	1.19	1.45	114584
GEN. MTRS. CORP	1039320	1198107	90.31	35.87	38.12	3481161
MISC. DOMESTIC	32	32	100.00	-	-	134
OTHER IMPORT	84921	85362	101.03	33.52	30.17	3131661
U.S. TOTAL	2891112	3170201	90.94			9852817

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	110189	26.10	399784	411751	97.08	25.47	25.33
CHRYSLER	220	.05	1044	-	-	.07	-
DODGE	38206	9.26	168073	181503	92.58	10.71	11.17
FORD	125477	30.40	461737	475570	98.28	29.44	29.48
FREIGHTLINER	1954	.47	8054	9242	87.15	.51	.57
G.M.C.	32090	7.78	111472	115703	98.34	7.10	7.12
HINO	202	.05	747	708	105.81	.05	.04
ISUZU	8808	2.13	37669	32529	115.86	2.40	2.00
IVECO	228	.05	757	597	126.96	.05	.04
JEEP	14684	3.56	84979	78777	84.63	4.14	4.72
JOHN DEERE	334	.08	1303	2384	54.66	.08	.15
KENWORTH	1319	.32	5166	6730	76.76	.33	.41
MACK/MIDLINER	1715	.42	5835	9180	63.56	.37	.56
MERCEDES BENZ	129	.03	539	605	80.90	.03	.04
MITSUBISHI FUSO	285	.07	1082	1193	90.70	.07	.07
NAVISTAR	5162	1.25	20794	24735	84.07	1.32	1.52
OLDSMOBILE	2038	.49	6028	-	-	.38	-
PETERBILT	1179	.29	4543	8531	89.56	.29	.40
PLYMOUTH	12090	2.93	63038	59771	105.47	4.02	3.68
PONTIAC	2791	.68	7878	-	-	.50	-
SCANIA	7	-	41	41	100.00	-	-
UD	187	.04	606	596	101.68	.04	.04
VOLVO	85	.02	281	422	66.59	.02	.03
WESTERN STAR	78	.02	356	538	66.17	.02	.03
WHITEGMC	1396	.34	4875	6244	78.07	.31	.38
OTHER IMPORTS	51324	12.44	191226	197395	96.87	12.18	12.14
MISC. DOMESTIC	483	.12	1615	1087	148.57	.10	.07
M. & H. AVAL	412520		1569541	1626002	96.53		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	221644	165832	5310	524	85	2334	2012	67
CHRYSLER	1044	-	-	-	-	-	-	-
DODGE	126786	41307	-	-	-	-	-	-
FORD	254053	205506	-	8095	-	1595	8857	3831
FREIGHTLINER	-	-	-	-	-	-	-	8054
G.M.C.	50017	53254	730	310	840	1091	5020	150
HINO	-	-	89	-	129	102	347	-
ISUZU	33418	-	2685	220	120	1015	197	-
IVECO	-	7	480	150	66	144	-	-
JEEP	84955	24	-	-	-	-	-	-
JOHN DEERE	-	1	48	992	284	-	-	-
KENWORTH	-	-	-	-	-	-	108	5066
MACK/MIDLINER	-	-	-	-	-	344	823	4858
MERCEDES BENZ	-	-	-	-	-	186	352	-
MITSUBISHI FUSO	-	-	572	-	229	79	202	-
NAVISTAR	-	-	-	14	33	3328	8721	8710
OLDSMOBILE	6028	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	151	4392
PLYMOUTH	63038	-	-	-	-	-	-	-
PONTIAC	7878	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	41
UD	-	-	203	-	224	76	103	-
VOLVO	-	-	-	-	-	-	261	20
WESTERN STAR	-	-	-	-	-	-	-	356
WHITEGMC	-	-	-	-	-	-	-	4875
OTHER IMPORTS	190780	440	-	-	-	-	-	-
MISC. DOMESTIC	142	140	-	32	43	291	47	920
TOTAL	1001849	468511	10107	10363	2019	10563	26703	41344
1989 TOTAL	1012623	484393	11338	11489	2665	11486	30324	52187
1990 VS '89	98.90	96.71	89.14	90.20	75.76	91.96	88.05	79.23

MANUFACTUERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	20065	.69	16159	.51
CHEVROLET SPECTRUM/STORM	33204	1.15	19490	.61
CHRYSLER CONQUEST	332	.01	2294	.07
DODGE COLT DL/SW	5401	.19	11142	.35
DODGE COLT VISTA SW	1637	.06	2401	.08
EAGLE MEDALLION	141	-	2960	.09
EAGLE SUMMIT	4850	.17	7105	.22
FORD FESTIVA	20751	.72	25186	.79
GM LOTUS	48	-	59	-
L-M XR4	195	.01	1714	.05
L-M SCORPIO	898	.03	4286	.13
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	-	-	-	-
PLYMOUTH COLT DL/SW	5537	.19	17022	.54
PLYMOUTH COLT VISTA SW	5488	.19	10094	.32
PONTIAC LEMANS	1063	.04	2286	.07
OTHERS	7979	.28	17240	.54
TOTAL DOMESTIC SPONSORED IMPORTS	1540	.05	217	.01
	108534	3.75	139657	4.39
OTHER IMPORTS				
ACURA	39592	1.37	42560	1.34
AUDI	6310	.22	5601	.18
BMW	17721	.61	25118	.79
HONDA	210836	7.28	196646	6.20
HYUNDAI	43554	1.51	65185	2.05
INFINITI	4627	.16	-	-
ISUZU	1345	.05	5898	.19
LEXUS	16711	.58	-	-
MAZDA	73696	2.55	71492	2.25
MERCEDES BENZ	23206	.80	22727	.71
MITSUBISHI	56141	1.94	25245	.79
NISSAN	131158	4.54	148212	4.66
SAAB	7795	.27	10256	.32
SUBARU	50180	1.74	48529	1.53
TOYOTA	225171	7.79	194953	6.13
VOLKSWAGEN	34508	1.19	39965	1.23
VOLVO	28759	.99	31524	.99
OTHERS	17560	.61	24005	.76
TOTAL OTHER IMPORTS	969212	33.52	959922	30.17
GRAND TOTAL ALL IMPORT CARS	1077746	37.28	1099579	34.57

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

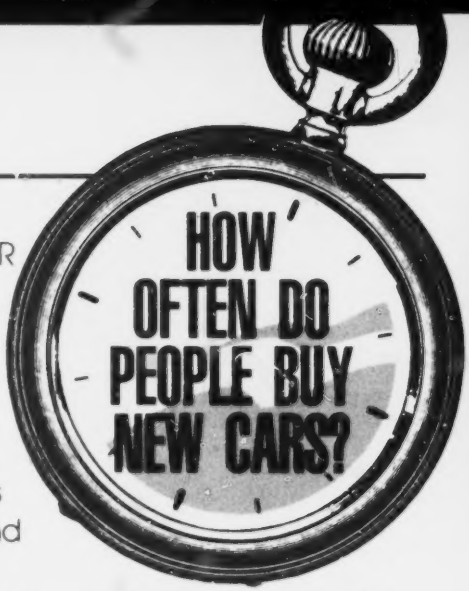
DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	4881	.31	10443	.64
DODGE RAIDER	1007	.06	1996	.12
CHEVROLET GEO TRACKER	9334	.59	2890	.18
OTHER IMPORTS				
ISUZU	33438	2.13	29775	1.83
MAZDA	34047	2.17	37667	2.32
MITSUBISHI	14333	.91	12871	.79
NISSAN	52021	3.31	54081	3.32
SUZUKI	5280	.34	10661	.66
TOYOTA	81329	5.18	79260	4.87
VOLKSWAGEN	1899	.12	1371	.08
OTHERS	2324	.15	1594	.09
TOTAL OTHER IMPORT TRUCKS	224671	14.31	221170	13.97
GRAND TOTAL ALL IMPORT TRUCKS	239899	15.28	242505	14.91

UNITED STATES SUMMARY

*COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE REPUBLISHING OR SHARING PROHIBITED *

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10880608	4675192
1986	11139842	4801021
1987	10165660	4963808
1988	10479931	5211100
1989	9852617	5103195



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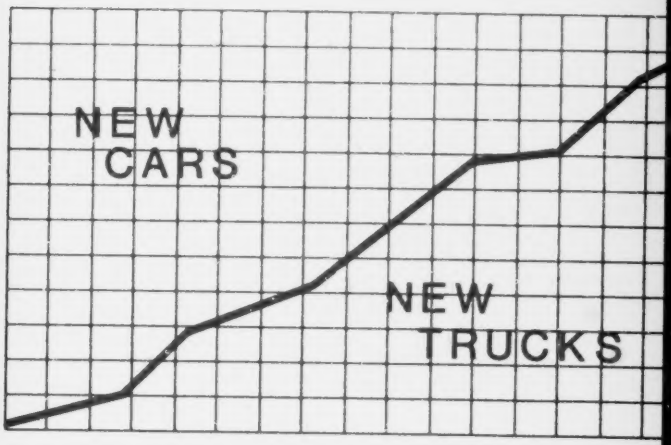
POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

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R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	18906	20670	91.47	2.29	2.34
LEBARON	10527	10052	104.73	1.27	1.14
NEW YORKER	5917	8580	68.96	.72	.97
5TH AVE	56	1291	4.34	.01	.15
IMPERIAL	968	-	-	.12	-
DODGE	30648	44467	68.92	3.71	5.01
DAYTONA	3478	8147	42.69	.42	.92
SHADOW	7004	7126	98.29	.85	.81
SPIRIT	8747	7372	118.65	1.05	.83
DYNASTY	7628	11000	69.35	.93	1.23
ARIES	154	3539	4.35	.02	.40
PLYMOUTH	23469	27396	85.67	2.85	3.10
HORIZON	1316	2560	51.41	.16	.29
SUNDANCE	6340	6843	92.65	.77	.77
ACCLAIM	10175	9141	111.31	1.23	1.04
RELIANT	185	3453	5.36	.02	.39
LASER	3835	1796	213.53	.47	.20
EAGLE	5178	5928	87.35	.63	.67
PREMIER	1210	3612	33.50	.15	.41
TALON	2601	-	-	.31	-
CHRYSLER CORP.	78201	98461	79.42	9.48	11.12
FORD	110280	141548	77.91	13.38	15.99
ESCORT	23002	28322	81.22	2.79	3.20
PROBE	11124	13823	80.46	1.35	1.54
MUSTANG	10863	17357	62.59	1.32	1.96
TEMPO	17497	21411	81.72	2.12	2.42
TAURUS	25239	34977	72.16	3.07	3.95
CROWN VICTORIA	8943	9461	94.52	1.08	1.07
THUNDERBIRD	9204	10745	85.66	1.12	1.21
LINCOLN	18643	17531	106.34	2.26	1.98
MERCURY	29956	44577	67.20	3.63	5.04
TOPAZ	6040	8740	69.11	.73	.99
SABLE	7467	11939	62.54	.91	1.34
COUGAR	7116	9353	76.08	.86	1.06
GRAND MARQUIS	8279	9264	89.37	1.00	1.05
LINC/MERC DIV.	49242	62980	78.19	5.97	7.12
FORD MOTOR CO.	159522	204528	78.00	19.35	23.11
BUICK	44059	49737	88.58	5.34	5.62
SKYHAWK	28	2009	3.38	.01	.23
SKYLARK	8914	6810	130.90	1.08	.77
CENTURY	9015	11959	75.85	1.10	1.34
REGAL	5349	7247	87.61	.77	.82
LESABRE	13674	11796	115.92	1.66	1.33
RIVIERA	1990	2194	90.70	.24	.25
REATTA	658	857	76.78	.08	.10
CADILLAC	21347	22911	93.17	2.59	2.59
ALLANTE	247	244	101.23	.03	.03
ELDORADO	2372	2843	83.43	.29	.32
SEVILLE	3781	2255	167.67	.46	.25
CHEVROLET	125563	130563	95.17	15.24	14.76
PRIZM	10663	4879	217.32	1.29	.55
CELEBRITY	2750	766	13.24	.33	2.35
LUMINA	20841	4134	504.14	2.53	.47
CORSICA	14526	20560	70.65	1.76	2.32
BERETTA	9682	14863	65.14	1.17	1.68
CAVALIER	24605	26552	92.32	3.00	3.02
CAMARO	7634	11060	69.02	.93	1.25
CORVETTE	2255	1879	120.01	.27	.21
OLDSMOBILE	44957	54888	81.92	5.45	6.20
CALAIS	8880	8923	99.52	1.08	1.01
CUTLASS CIERA	14024	18062	77.64	1.69	2.04
CUTLASS	9194	7988	115.10	1.12	.90
TORONADO	1341	601	223.13	.16	.07
PONTIAC	60999	66941	91.12	7.40	7.56
SUNBIRD	9336	10635	87.79	1.13	1.20
GRAND AM	22149	19167	115.56	2.69	2.16
6000	4033	7046	57.24	.49	.80
BONNEVILLE	6043	8399	71.95	.73	.95
FIREBIRD	3657	6758	54.11	.44	.76
GRAND PRIX	12194	9787	124.59	1.48	1.11
GEN. MTRS. CORP	296956	325060	91.35	36.02	36.73
MISC. DOMESTIC	*	*	100.00	-	-
OTHER IMPORT	28985	25702	112.78	35.15	29.04
U.S. TOTAL	825537	885068	93.16		

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UNITED STATES SUMMARY R. 1-90
MAY 1990 ISSUED 07/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	71085	94161	75.49	1.91	2.32	203352
LEBARON	34419	39449	87.27	.93	.97	92708
NEW YORKER	24112	44190	54.56	.65	1.09	87244
5TH AVE	458	1272	36.00	.01	.18	11973
IMPERIAL	4530	-	-	.12	-	1467
DODGE	136824	192881	70.94	3.69	4.74	454993
DAYTONA	14708	30656	47.98	.40	.75	66719
SHADOW	27200	32762	83.02	.73	.81	83575
SPIRIT	37273	23375	159.46	1.01	.58	71008
DYNASTY	36812	51549	71.41	.99	1.26	111911
ARIES	1751	18154	9.64	.05	.46	35569
PLYMOUTH	103913	115730	89.79	2.80	2.85	304911
HORIZON	9172	13515	67.87	.25	.33	39894
SUNDANCE	23609	33496	70.48	.64	.83	85907
ACCLAIM	42282	28089	150.53	1.13	.69	86664
RELIANT	2149	18041	11.91	.06	.44	35702
LASER	1853	4863	380.69	.50	.12	18839
EAGLE	23051	32247	76.21	.62	.74	70897
PREMIER	6071	11856	34.56	.17	.44	40983
TALON	10523	-	-	.28	-	5909
CHRYSLER CORP.	331873	433019	77.33	9.02	10.65	1031153
FORD	378579	554274	81.89	14.51	18.18	1528647
ESCORT	109618	144475	75.87	2.95	3.55	344260
PROBE	46108	53170	86.72	1.24	1.31	135545
MUSTANG	49556	79543	62.30	1.33	1.96	164364
TEMPO	92541	102455	90.32	2.49	2.52	234595
TAURUS	130596	151487	86.21	3.53	3.73	351036
CROWN VICTORIA	42633	44430	95.96	1.15	1.09	108393
THUNDERBIRD	42364	51275	82.62	1.14	1.26	120801
LINCOLN	93869	80882	116.06	2.53	1.99	197971
MERCURY	153560	196306	78.22	4.13	4.83	468165
TOPAZ	32393	38953	83.16	.87	.96	85449
SABLE	38955	48794	79.84	1.05	1.19	112277
COUGAR	33124	42528	79.30	.91	1.05	99117
GRAND MARQUIS	41898	43728	95.82	1.12	1.08	111681
LINC/MERC DIV.	249165	284060	87.72	6.71	6.99	676951
FORD MOTOR CO.	787744	941734	83.66	21.22	23.17	2205598
BUICK	210179	223526	94.03	5.66	5.50	550060
SKYHAWK	706	8846	7.98	.02	.22	17419
SKYLARK	38509	25419	151.46	1.04	.63	63768
CENTURY	48715	58922	82.72	1.31	1.44	135842
REGAL	25713	35537	72.36	.69	.87	79315
LESABRE	64085	49411	129.70	1.73	1.22	144828
RIVIERA	8574	8464	101.30	.23	.21	19319
REATTA	2381	2956	80.55	.06	.07	7929
CADILLAC	105093	112777	93.19	2.83	2.77	271297
ALLANTE	1148	1202	95.51	.03	.03	3112
ELDORADO	9897	13488	73.38	.27	.33	30505
SEVILLE	12481	10344	120.66	.33	.25	23630
CHEVROLET	557140	565989	98.43	15.01	13.94	1354854
PRIZM	45150	11059	408.26	1.22	.27	70478
CELEBRITY	12525	92426	13.55	.34	2.27	140835
LUMINA	92831	6661	-	2.50	.16	101648
CORSICA	74656	85647	87.17	2.01	2.11	190467
BERETTA	41042	67960	60.39	1.11	1.67	145718
CAVALIER	122139	127371	95.89	3.28	3.16	302380
CAMARO	29386	46880	62.68	.79	1.15	98755
CORVETTE	8288	7653	108.28	.23	.19	22815
OLDSMOBILE	212281	260706	81.43	5.72	6.41	609706
CALAIS	39920	38907	102.61	1.08	.96	96960
CUTLASS CIERA	54501	83511	65.25	1.46	2.05	194161
CUTLASS	50160	43588	114.30	1.35	1.08	101593
TORONADO	5823	13135	170.61	.16	.08	9765
PONTIAC	249077	310080	80.33	6.71	7.63	695437
SUNBIRD	41385	40515	102.15	1.11	1.00	102658
GRAND AM	83755	89423	93.66	2.31	2.19	208629
6000	20237	32563	62.15	.55	.80	69459
BONNEVILLE	28011	39635	70.67	.75	.98	89399
FIREBIRD	15436	26357	58.57	.42	.65	55668
GRAND PRIX	46533	56004	83.09	1.25	1.38	114584
GEN. MTRS. CORP	1333847	1473167	90.54	35.93	36.25	3481611
MISC. DOMESTIC	39	39	100.00	-	-	194
OTHER IMPORT	1250686	1218134	103.27	33.69	29.93	3131061
U.S. TOTAL	3712590	4064273	91.35			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	11606	26.11	51038	52746	96.77	25.81	25.48
CHRYSLER	204	.05	1248	-	-	.06	-
DODGE	4187	9.89	20995	23296	90.12	10.53	11.25
FORD	12008	28.78	58314	61350	95.14	29.29	29.82
FREIGHTLINER	2056	.49	10110	11417	88.55	.51	.55
G M C	3124	7.38	14271	14702	96.62	7.16	7.13
HINO	186	.04	933	891	104.71	.05	.04
ISUZU	1032	2.37	4720	4035	116.26	2.39	1.95
IVECO	199	.05	956	772	123.83	.05	.04
JEEP	1672	3.95	8110	9804	83.33	4.10	4.73
JOHN DEERE	318	.08	1621	3033	53.45	.08	.15
KENWORTH	1178	.28	6318	8424	75.00	.32	.41
MACK/MIDLINER	1654	.39	7489	11761	63.68	.38	.57
MERCEDES BENZ	153	.04	691	839	82.36	.03	.04
MITSUBISHI FUSO	286	.07	1368	1474	92.81	.07	.07
NAVISTAR	601	1.42	2880	30862	86.86	1.35	1.49
OLDSMOBILE	1921	.45	7949	-	-	.40	-
PETERBILT	1161	.27	5676	8155	69.60	.28	.39
PLYMOUTH	1407	3.32	7711	7687	100.31	3.87	3.71
PONTIAC	2969	.70	10847	-	-	.54	-
SCANIA	12	-	53	48	110.42	-	-
UD	157	.04	763	774	98.58	.04	.04
VOLVO	49	.01	330	516	63.95	.02	.02
WESTERN STAR	75	.02	431	712	60.53	.02	.03
WHITEGMC	1153	.27	6008	7631	78.75	.30	.37
OTHER IMPORTS	5680	13.41	24826	24589	100.87	12.44	11.87
MISC. DOMESTIC	524	.12	2136	1485	143.17	.11	.07
U. S. TOTAL	42361		199389	207603	96.21		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	28768	20978	6806	635	77	283	2479	95
CHRYSLER	1248	-	-	-	-	-	-	-
DODGE	15771	5224	-	-	-	-	-	-
FORD	23901	25879	-	1023	-	196	1089	5043
FREIGHTLINER	-	-	-	-	-	-	-	10110
G M C	5480	6195	994	405	989	1362	6008	190
HINO	-	-	117	-	165	219	432	-
ISUZU	4287	-	511	275	156	1055	247	-
IVECO	-	-	611	207	80	58	-	-
JEEP	8167	32	-	-	-	-	-	-
JOHN DEERE	-	5	59	1229	330	-	-	-
KENWORTH	-	-	-	-	-	-	160	6158
MACK/MIDLINER	-	-	-	-	-	458	776	6255
MERCEDES BENZ	-	-	-	-	-	245	448	-
MITSUBISHI FUSO	-	-	728	-	281	191	258	-
NAVISTAR	-	-	-	21	47	4395	11068	11277
OLDSMOBILE	7949	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	169	5507
PLYMOUTH	7711	-	-	-	-	-	-	-
PONTIAC	10847	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	53
UD	-	-	240	-	275	105	145	-
VOLVO	-	-	-	-	-	-	305	25
WESTERN STAR	-	-	-	-	-	-	-	431
WHITEGMC	-	-	-	-	-	-	-	6008
OTHER IMPORTS	24787	539	-	-	-	-	-	-
MISC. DOMESTIC	181	179	-	77	60	349	89	1203
TOTAL	127858	58752	12666	13083	2460	13136	33275	52359
1989 TOTAL	129867	62234	15221	14519	3234	15924	39442	66042
1990 VS '89	98.45	94.40	83.21	90.11	76.07	82.50	84.36	79.28

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

REGISTRATIONS FROM THE DISTRICT OF COLUMBIA ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	25214	.68	21193	.52
CHEVROLET SPECTRUM/STORM	42684	1.15	24306	.60
CHRYSLER CONQUEST	406	.01	2922	.07
DODGE COLT DL/SW	7003	.19	14039	.35
DODGE COLT VISTA SW	1239	.03	3054	.08
EAGLE MEDALLION	179	-	3537	.09
EAGLE SUMMIT	6178	.17	8841	.22
FORD FESTIVA	25163	.68	30838	.76
GM LOTUS	71	-	79	-
L-M XR4	219	.01	2289	.06
L-M SCORPIO	1518	.04	4583	.11
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	6530	.18	22323	.55
PLYMOUTH COLT DL/SW	5904	.19	12859	.32
PLYMOUTH COLT VISTA SW	1263	.03	2898	.07
PONTIAC LEMANS	11542	.31	21657	.53
OTHERS	1875	.05	336	.01
TOTAL DOMESTIC SPONSORED IMPORTS	138048	3.72	175740	4.32
OTHER IMPORTS				
ACURA	55441	1.49	54915	1.35
AUDI	8244	.22	6952	.17
BMW	21973	.59	29040	.71
HONDA	286135	7.71	253946	6.25
HYUNDAI	55264	1.49	82161	2.02
INFINITI	6317	.17	-	-
ISUZU	1676	.05	7512	.18
LEXUS	21619	.58	-	-
MAZDA	93170	2.5	89455	2.20
MERCEDES BENZ	27975	.75	28511	.70
MITSUBISHI	65859	1.77	33271	.82
NISSAN	168247	4.53	186331	4.58
SAAB	9821	.26	13443	.33
SUBARU	39168	1.06	61028	1.50
TOYOTA	289373	7.79	247651	6.09
VOLKSWAGEN	46509	1.25	52662	1.30
VOLVO	36919	.99	39737	.98
OTHERS	22362	.60	29719	.73
TOTAL OTHER IMPORTS	1256086	33.83	1216314	29.93
GRAND TOTAL ALL IMPORT CARS	1394134	37.55	1392054	34.25
NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)				
DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	5927	.30	13197	.84
DODGE RAIDER	1108	.05	2662	.13
CHEVROLET GEO TRACKER	12396	.62	3632	.18
OTHER IMPORTS				
ISUZU	42876	2.15	37096	1.79
MAZDA	46168	2.32	47392	2.29
MITSUBISHI	18003	.90	16157	.78
NISSAN	66711	3.35	64292	3.10
SUZUKI	6906	.35	12960	.63
TOYOTA	104762	5.26	101347	4.89
VOLKSWAGEN	2572	.13	1883	.09
OTHERS	2904	.15	1859	.09
TOTAL OTHER IMPORT TRUCKS	290902	14.60	282986	13.66
GRAND TOTAL ALL IMPORT TRUCKS	310333	15.57	302457	14.60

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE ONLY. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

MAY 1990 ISSUED 07/90

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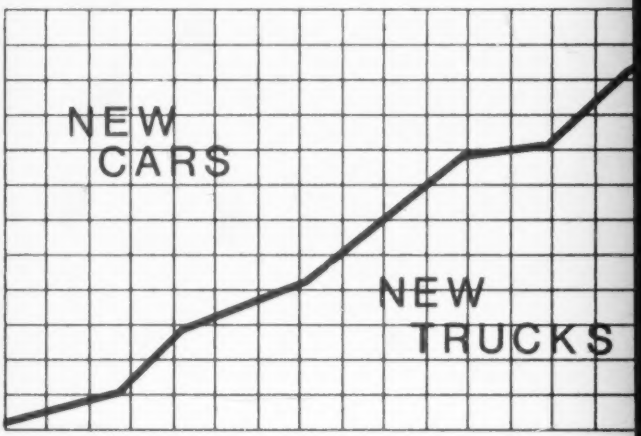
JUNE
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

POLK.

R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	19556	21602	90.53	2.28	2.27
LEBARON	10243	11358	90.18	1.20	1.19
NEW YORKER	7049	8229	85.66	.82	.87
5TH AVE	43	122	35.52	.01	.13
IMPERIAL	894	-	-	.10	-
DODGE	30872	48523	63.62	3.60	5.11
DAYTONA	3782	8079	41.85	.39	.85
SHADOW	6560	6899	95.09	.76	.73
SPIRIT	6488	9351	90.71	.99	.98
DYNASTY	7956	13775	57.76	.93	1.45
ARIES	134	3695	3.63	.02	.39
PLYMOUTH	22692	29204	77.70	2.65	3.08
HORIZON	991	2834	34.97	.12	.30
SUNDANCE	5732	7008	81.79	.67	.74
ACCLAIM	10101	10089	100.12	1.18	1.07
RELIANT	152	3745	4.06	.02	.39
LASER	3727	2200	169.41	.43	.23
EAGLE	5318	6710	79.25	.62	.71
PREMIER	1098	4657	23.58	.13	.49
TALON	2885	-	-	.33	-
CHRYSLER CORP.	78436	106039	73.97	9.15	11.17
FORD	121210	149518	82.31	14.13	15.74
ESCORT	26126	31696	82.43	3.05	3.34
PROBE	13719	16004	85.72	1.60	1.69
MUSTANG	11959	17423	68.64	1.39	1.83
TEMPO	18374	21078	87.17	2.14	2.22
TAURUS	26305	36182	72.70	3.07	3.81
CROWN VICTORIA	11413	9907	115.20	1.33	1.04
THUNDERBIRD	9121	10058	90.68	1.06	1.06
LINCOLN	18660	19807	94.21	2.18	2.09
MERCURY	32665	46406	70.39	3.80	4.88
TOPAZ	6662	8391	79.38	.78	.88
SABLE	7157	12693	56.39	.83	1.33
COUGAR	7311	8689	84.14	.85	.91
GRAND MARQUIS	9474	9935	95.36	1.10	1.05
LINC/MERC DIV.	51976	67050	77.52	6.06	7.06
FORD MOTOR CO.	173186	216568	80.69	20.19	22.80
BUICK	46751	55301	84.54	5.45	5.82
SKYHAWK	34	2251	1.52	-	.23
SKYLARK	9056	9350	96.86	1.06	.98
CENTURY	9766	10798	90.43	1.14	1.14
REGAL	7878	8176	96.36	.92	.86
LESABRE	14453	14703	98.30	1.68	1.55
RIVIERA	2019	1831	110.27	.24	.19
REATTA	571	924	61.80	.07	.10
CADILLAC	22314	23456	95.13	2.60	2.47
ALLANTE	275	262	104.96	.03	.03
ELDORADO	2464	3026	81.43	.29	.32
SEVILLE	4180	3038	137.59	.48	.32
CHEVROLET	131856	141076	93.46	15.38	14.86
PRIZM	10830	6647	162.93	1.26	.70
CELEBRITY	3543	13520	26.21	.41	1.42
LUMINA	21442	9145	234.47	2.50	.96
CORSICA	15155	26480	57.23	1.77	2.79
BERETTA	11665	16329	71.44	1.36	1.72
CAVALIER	23722	27840	85.21	2.78	2.93
CAMARO	9023	12124	74.42	1.05	1.28
CORVETTE	2857	1972	144.88	.33	.21
OLDSMOBILE	47444	57824	82.05	5.53	6.09
CALAIS	10470	9046	115.74	1.22	.95
CUTLASS CIERA	16894	18306	92.29	1.97	1.94
CUTLASS	6627	9157	72.37	.77	.96
TORONADO	1432	666	215.02	.17	.07
PONTIAC	63801	65483	97.43	7.44	6.90
SUNBIRD	10539	9779	107.77	1.23	1.03
GRAND AM	22976	18877	121.71	2.68	1.99
6000	3944	6467	60.99	.46	.68
BONNEVILLE	5448	8226	66.23	.64	.87
FIREBIRD	4058	6776	59.89	.47	.71
GRAND PRIX	11745	9126	128.70	1.37	.96
GEN. MTRS. CORP	312183	343166	90.97	36.40	36.14
MISC. DOMESTIC	15	11	136.36	-	-
OTHER IMPORT	293805	265788	102.81	34.26	30.09
U. S. TOTAL	857627	949632	90.31		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	90722	119767	75.71	1.98	2.31	203352
LEBARON	44679	50798	87.95	.98	1.01	92708
NEW YORKER	31188	52419	59.50	.68	1.05	87244
5TH AVE	532	9493	6.26	.01	.17	11973
IMPERIAL	5425	-	-	.12	-	1467
DODGE	187750	241404	69.49	3.67	4.81	454993
DAYTONA	18090	38745	46.69	.40	.77	86719
SHADOW	33763	39661	85.13	.74	.79	83575
SPIRIT	45778	32726	139.88	1.00	.65	71008
DYNASTY	44791	65324	68.57	.98	1.30	111911
ARIES	1885	22449	8.40	.04	.45	35569
PLYMOUTH	126656	144934	87.38	2.77	2.89	304911
HORIZON	10163	16349	62.16	.22	.33	39894
SUNDANCE	29355	40504	72.47	.64	.81	85907
ACCLAIM	52415	38178	137.29	1.15	.76	86864
RELIANT	2302	21786	10.57	.05	.43	35702
LASER	2224	7063	314.89	.49	.14	18839
EAGLE	29377	38557	76.18	.62	.74	70897
PREMIER	7266	22515	32.28	.16	.45	40983
TALON	13411	-	-	.29	-	5909
CHRYSLER CORP.	413505	519018	76.71	9.04	10.75	1034153
FORD	660031	825256	81.97	14.47	16.06	1626647
ESCORT	135803	176171	77.09	2.97	3.51	344260
PROBE	59844	69174	86.51	1.31	1.38	135545
MUSTANG	61521	96566	63.45	1.34	1.93	164364
TEMPO	110950	123533	89.81	2.42	2.46	234595
TAURUS	156956	187669	83.63	3.44	3.76	351036
CROWN VICTORIA	54099	54337	99.56	1.18	1.08	108393
THUNDERBIRD	51494	61334	83.95	1.13	1.22	120801
LINCOLN	112570	100689	111.80	2.46	2.01	197971
MERCURY	186293	242712	76.75	4.07	4.84	468185
TOPAZ	39061	47346	82.50	.85	.94	86449
SABLE	46127	61487	75.02	1.01	1.23	112277
COUGAR	41047	51217	80.14	.90	1.02	99117
GRAND MARQUIS	51404	53663	95.79	1.12	1.07	111681
LINC/MERC DIV.	301252	351110	85.80	6.58	7.00	676951
FORD MOTOR CO.	961282	1176366	81.71	21.01	23.06	2203598
BUICK	256976	278627	92.24	5.62	5.56	550060
SKYHAWK	7140	11077	64.68	.02	.22	17419
SKYLARK	47560	34769	136.78	1.04	.69	63180
CENTURY	58515	69620	84.05	1.28	1.39	135842
REGAL	33599	43713	76.86	.73	.87	79315
LESABRE	78551	64114	122.52	1.73	1.28	144828
RIVIERA	10597	10295	102.93	.23	.21	19319
REATTA	2952	3880	76.08	.06	.08	7929
CADILLAC	127448	136233	93.55	2.79	2.72	271297
ALLANTE	1423	1484	97.20	.03	.03	3112
ELDORADO	12367	16514	74.89	.27	.33	30505
SEVILLE	16667	13382	124.55	.37	.27	23830
CHEVROLET	689204	707075	97.47	15.05	14.11	1354854
PRIZM	56014	17706	316.36	1.22	.35	70478
CELEBRITY	16074	105945	15.17	.35	2.11	140835
LUMINA	114284	15806	723.04	2.50	.32	101648
CORSICA	89823	112127	80.11	1.96	2.24	190467
BERETTA	52721	84269	62.55	1.15	1.68	145718
CAVALIER	145926	155211	94.02	3.18	3.10	302380
CAMARO	58412	59004	99.00	1.28	1.18	98735
CORVETTE	11245	9641	116.64	.25	.19	22815
OLDSMOBILE	259801	318530	81.56	5.68	6.35	609706
CALAIS	50410	47949	105.13	1.10	.96	96960
CUTLASS CIERA	71418	101837	70.13	1.56	2.02	194161
CUTLASS	56798	53043	107.08	1.24	1.06	101593
TORONADO	7255	4079	177.86	.16	.08	9765
PONTIAC	312925	375563	83.32	6.84	7.49	695437
SUNBIRD	51932	50294	103.26	1.13	1.00	102658
GRAND AM	108741	108300	100.41	2.38	2.17	208629
6000	24188	39030	61.97	.53	.78	69459
BONNEVILLE	33463	47861	69.92	.73	.95	89399
FIREBIRD	19499	33133	58.85	.43	.66	55666
GRAND PRIX	58281	65130	89.49	1.27	1.30	119484
GEN. MTRS. CORP	1646442	1816333	90.65	35.98	36.23	3481611
MISC. DOMESTIC	54	50	108.00	-	-	194
OTHER IMPORT	155478	180202	107.49	33.97	29.96	313061
U.S. TOTAL	4575861	5013905	91.26			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	11636	25.66	626636	639628	98.02	25.62	25.61
CHRYSLER	209	.05	1457	-	-	.06	-
DODGE	45112	10.17	256098	267348	88.93	10.47	11.30
FORD	134137	29.57	717575	752315	95.38	29.31	29.52
FREIGHTLINER	1716	.38	11826	13801	85.69	.48	.54
G.M.C.	32414	7.15	175134	182570	95.93	7.16	7.16
HINO	163	.04	1096	1102	99.46	.04	.04
ISUZU	10648	2.35	58391	48599	120.15	2.39	1.91
IVECO	249	.05	1205	1021	118.02	.05	.04
JEEP	18598	4.12	100465	122873	81.76	4.11	4.82
OSHKOSH	283	.06	2097	332	631.63	.09	.01
KENWORTH	1444	.32	7763	9866	78.53	.32	.39
MACK/MIDLINER	1898	.42	9367	14166	66.26	.38	.56
MERCEDES BENZ	247	.05	936	1043	89.93	.04	.04
MITSUBISHI FUSO	305	.07	1674	1770	94.58	.07	.07
NAVISTAR	6432	1.42	33244	37897	87.71	1.36	1.49
OLDSMOBILE	2055	.45	10005	-	-	.41	-
PETERBILT	1258	.28	6944	9502	72.32	.28	.38
PLYMOUTH	15835	3.49	92958	96694	96.14	3.80	3.79
PONTIAC	2745	.61	13593	-	-	.56	-
SCANIA	9	-	62	61	101.64	-	-
UD	208	.05	972	959	101.36	.04	.04
VOLVO	111	.02	441	645	68.37	.02	.03
WESTERN STAR	98	.02	529	830	63.73	.02	.03
WHITEGMC	1004	.22	7012	9190	76.30	.29	.36
OTHER IMPORTS	58145	12.82	306223	257527	102.92	12.52	11.67
MISC. DOMESTIC	129	.16	2674	5163	51.79	.11	.20
U. S. TOTAL	453539		2446589	2548862	95.99		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	358935	252423	8321	117	83	3260	2926	111
CHRYSLER	1457	-	-	-	-	-	-	-
DODGE	191260	64838	-	-	-	-	-	-
FORD	373437	309655	-	12711	-	2457	12988	6321
FREIGHTLINER	-	-	-	-	-	-	-	11826
G.M.C.	80822	82397	1175	482	1171	1620	7238	229
HINO	-	-	153	-	207	253	483	-
ISUZU	52875	-	3551	340	200	1107	318	-
IVECO	-	-	759	257	110	79	-	-
JEEP	100426	34	-	-	-	-	-	-
OSHKOSH	-	6	34	1336	317	146	4	254
KENWORTH	-	-	-	-	-	-	188	7575
MACK/MIDLINER	-	-	-	-	-	540	913	7934
MERCEDES BENZ	-	-	-	-	-	300	638	-
MITSUBISHI FUSO	-	-	912	-	339	123	300	-
NAVISTAR	-	-	-	29	60	5251	13504	14397
OLDSMOBILE	10003	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	190	6754
PLYMOUTH	92958	-	-	-	-	-	-	-
PONTIAC	13593	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	62
UD	-	-	296	-	353	140	183	-
VOLVO	-	-	-	-	-	-	409	32
WESTERN STAR	-	-	-	-	-	-	-	529
WHITEGMC	-	-	-	-	-	-	-	7012
OTHER IMPORTS	305605	618	-	-	-	-	-	-
MISC. DOMESTIC	235	219	43	339	166	250	118	1304
TOTAL	1581606	710190	15244	16277	3006	15526	40400	64340
1989 TOTAL	1593671	768593	18748	17604	3829	18155	48462	79600
1990 vs '89	99.24	92.40	81.31	92.46	78.51	84.59	83.36	80.83

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	32781	.72	26356	.53
CHEVROLET SPECTRUM/STORM	51424	1.12	29608	.59
CHRYSLER CONQUEST	476	.01	3557	.07
DODGE COLT DL/SW	9057	.20	16598	.33
DODGE COLT VISTA SW	1474	.03	3710	.07
EAGLE MEDALLION	210	-	3883	.08
EAGLE SUMMIT	7488	.16	10545	.21
FORD FESTIVA	29354	.64	36068	.72
GM LOTUS	88	-	105	-
L-M XR4	237	.01	2793	.06
L-M SCORPIO	2151	.05	4916	.10
MERCURY CAPRI	-	-	-	-
MERCURY TRACER	8654	.19	28999	.58
PLYMOUTH COLT DL/SW	8695	.19	15431	.31
PLYMOUTH COLT VISTA SW	1462	.03	3538	.07
PONTIAC LEMANS	16625	.36	27133	.54
OTHERS	2166	.05	495	.01
TOTAL DOMESTIC SPONSORED IMPORTS	172354	3.77	213835	4.26
OTHER IMPORTS				
ACURA	69442	1.52	69238	1.38
AUDI	10413	.23	8630	.17
BMW	29655	.65	34767	.69
HONDA	353082	7.72	314009	6.26
HYUNDAI	67740	1.48	99374	1.98
INFINITI	8258	.18	-	-
ISUZU	2028	.04	9305	.19
LEXUS	26656	.58	-	-
MAZDA	112273	2.45	109469	2.18
MERCEDES BENZ	35808	.78	34840	.69
MITSUBISHI	79521	1.74	42744	.85
NISSAN	207516	4.54	228146	4.55
SAAB	12284	.27	16265	.32
SUBARU	49567	1.08	73689	1.47
TOYOTA	353815	7.73	411047	8.20
VOLKSWAGEN	65982	1.33	65705	1.31
VOLVO	46325	1.01	48792	.97
OTHERS	29173	.64	36082	.72
TOTAL OTHER IMPORTS	1554578	33.97	1502102	29.96
GRAND TOTAL ALL IMPORT CARS	1726932	37.74	1715937	34.22

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	8850	.28	16005	.63
DODGE RAIDER	1219	.05	3669	.14
CHEVROLET GEO TRACKER	15710	.64	4486	.18
OTHER IMPORTS				
ISUZU	52875	2.16	44680	1.75
MAZDA	59495	2.43	58211	2.28
MITSUBISHI	22205	.91	19910	.78
NISSAN	80352	3.28	74438	2.92
SUZUKI	8295	.34	15191	.60
TOYOTA	129028	5.27	125190	4.91
VOLKSWAGEN	2866	.11	2345	.09
OTHERS	3562	.15	2242	.09
TOTAL OTHER IMPORT TRUCKS	359098	14.68	342207	13.43
GRAND TOTAL ALL IMPORT TRUCKS	382877	15.65	366367	14.37
UNITED STATES SUMMARY				

"COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963868
1988	10479931	5211100
1989	9852617	5100195

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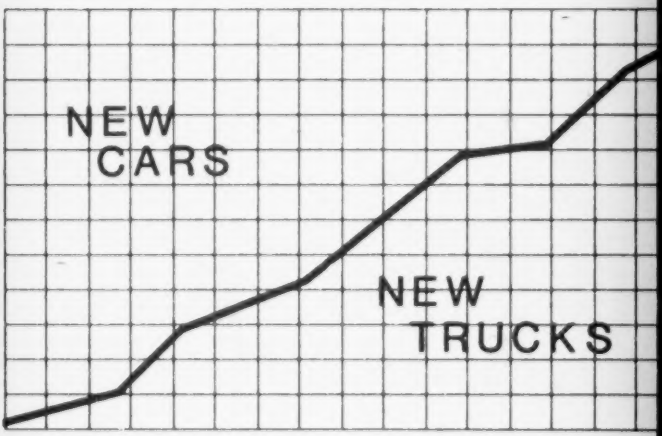
POCKET SUMMARY

OF REGISTRATIONS

JULY 1990



COURTESY OF

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R. L. POLK & CO.
STATISTICAL SERVICES DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '90 VS '89	% IND	
	1990	1989		1990	1989
CHRYSLER	17156	16210	105.84	2.20	1.95
LEBARON	8538	7825	109.14	1.10	.95
NEW YORKER	6809	6889	98.80	.85	.80
5TH AVE	54	999	5.40	.01	.12
IMPERIAL	876	-	-	.11	-
DODGE	24072	36641	65.70	3.09	4.41
DAYTONA	2920	5629	44.05	.37	.80
SHADOW	5367	5855	91.70	.69	.70
SPIRIT	5458	6816	80.08	.70	.82
DYNASTY	6347	8381	75.73	.82	1.01
ARIES	112	2878	3.89	.01	.35
PLYMOUTH	17056	24451	69.76	2.19	2.94
HORIZON	680	2898	23.46	.09	.35
SUNDANCE	4487	5676	79.05	.58	.68
ACCLAIM	7099	8143	87.18	.91	.99
RELIANT	105	3008	3.49	.01	.36
LASER	2959	2188	135.24	.38	.26
EAGLE	5459	5341	102.21	.70	.64
PREMIER	1907	3819	49.93	.24	.46
TALON	2879	19	-	.31	-
CHRYSLER CORP.	57744	82623	77.15	7.41	9.94
FORD	107530	124272	86.53	13.80	14.95
ESCORT	21765	23494	73.80	2.79	3.55
PROBE	13072	11322	98.13	1.68	1.60
MUSTANG	10693	13781	77.30	1.37	1.66
TEMPO	16638	17156	97.09	2.14	2.06
TAURUS	23475	28167	83.34	3.01	3.39
CROWN VICTORIA	9763	8525	117.27	1.25	1.00
THUNDERBIRD	8184	8677	94.32	1.05	1.04
LINCOLN	17697	15137	116.91	2.27	1.82
MERCURY	31770	39651	80.12	4.08	4.77
TOPAZ	5714	6916	82.62	.73	.83
SABLE	7580	9632	78.70	.97	1.16
COUGAR	6412	7446	86.11	.82	.90
GRAND MARQUIS	8121	9675	83.94	1.05	1.16
LINC/MERC PV'S.	45898	55454	89.38	5.91	6.67
FORD MOTOR CO.	157428	179726	87.59	20.21	21.62
BUICK	44382	48538	92.61	5.78	5.84
SKYHAWK	229	1551	1.81	.03	.19
SKYLARK	7828	6435	121.69	1.01	.77
CENTURY	8651	9519	90.89	1.11	1.14
REGAL	8852	5850	129.23	1.14	.62
LESABRE	12869	14512	88.68	1.65	1.75
RIVIERA	2014	1557	129.35	.26	.19
REATTA	556	756	75.54	.07	.09
CADILLAC	21892	20349	107.58	2.81	2.45
ALLANTE	269	264	101.89	.03	.03
ELDORADO	2140	2672	80.09	.27	.33
SEVILLE	5008	2159	231.96	.65	.26
CHEVROLET	119945	123759	96.92	15.41	14.88
PRIZM	10082	7918	127.33	1.29	.95
CELEBRITY	3887	9889	39.31	.50	1.19
LUMINA	19638	11007	178.41	2.52	1.32
CORSICA	13104	19731	66.41	1.68	2.37
BERETTA	10059	14005	71.82	1.29	1.68
CAVALIER	22069	24859	88.78	2.85	3.00
CAMARO	8725	9744	89.55	1.12	1.17
CORVETTE	2459	2054	119.72	.32	.25
OLDSMOBILE	44548	49709	89.62	5.72	5.98
CALAIS	9384	8251	113.73	1.20	.99
CUTLASS CIERA	11739	16335	71.86	1.51	1.96
CUTLASS	6289	7199	87.36	.81	.87
TORONADO	1546	577	267.94	.20	.07
PONTIAC	53854	56722	105.52	1.69	6.82
SUNBIRD	10619	7919	134.10	1.36	.95
GRAND AM	20267	16872	120.12	2.61	2.04
6000	3510	5162	68.00	.45	.62
BONNEVILLE	5301	6937	76.42	.68	.83
FIREBIRD	4032	5829	69.17	.52	.70
GRAND PRIX	10504	7414	141.68	1.35	.89
GEN. MTRS. CORP	291240	299106	97.37	37.41	35.97
MISC. DOMESTIC	36	36	13.44	-	-
OTHER IMPORT	266361	269991	98.66	34.20	32.47
U. S. TOTAL	778779	831462	93.66		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	107876	131977	81.74	2.01	2.26	203352
LEBARON	53216	58621	90.78	.99	1.00	92708
NEW YORKER	37796	59106	63.94	.71	1.02	87244
5TH AVE	565	9492	5.96	.01	.16	11973
IMPERIAL	4301	-	-	.08	-	1467
DODGE	191800	278345	68.93	3.59	4.76	454993
DAYTONA	21010	45874	45.80	.39	.78	66719
SHADOW	39150	45510	85.97	.73	.78	83575
SPIRIT	12216	33542	36.41	.23	.58	71008
DYNASTY	8198	17705	69.18	.15	1.26	11911
ARIES	1997	25727	7.76	.04	.44	35569
PLYMOUTH	143772	169765	84.69	2.69	2.90	304911
HORIZON	10843	19247	56.34	.20	.33	39894
SUNDANCE	35942	45185	79.58	.67	.77	65907
ACCLAIM	53514	46321	115.48	1.00	.79	86864
RELIANT	2407	24794	9.71	.05	.42	35702
LASER	25208	9261	272.30	.47	.16	18839
EAGLE	33835	42208	79.99	.63	.72	70897
PREMIER	9175	26114	34.84	.17	.45	40983
TALON	15782	78	-	.29	-	5909
CHRYSLER CORP.	477245	627681	76.03	8.91	10.64	1071153
FORD	761555	539524	82.58	14.23	15.92	1528647
ESCORT	167568	205665	76.61	2.94	3.52	344260
PROBE	72374	82495	88.78	1.35	1.41	135545
MUSTANG	72174	110747	65.17	1.35	1.89	164364
TEMPO	127868	140669	90.90	2.38	2.41	234595
TAURUS	180439	236836	83.60	3.38	3.63	351036
CROWN VICTORIA	41861	62662	66.81	.78	1.07	108393
THUNDERBIRD	59978	70715	85.44	1.12	1.21	120601
LINCOLN	150266	115826	129.74	2.43	1.98	197171
MERCURY	278062	282767	77.27	4.68	4.84	468165
TOPAZ	44175	54262	82.52	.84	.93	86449
SABLE	53706	71179	75.52	1.00	1.22	112277
COUGAR	47455	58663	80.90	.89	1.00	99117
GRAND MARQUIS	59525	63758	93.36	1.11	1.09	111681
LINC/MERC DIV.	351147	426564	86.37	6.56	8.46	676951
FORD MOTOR CO.	1112870	1235588	83.17	20.80	22.84	2205598
BUICK	301951	327361	92.24	5.64	5.62	550060
SKYHAWK	768	12628	6.08	.01	.22	17419
SKYLARK	55387	41202	134.43	1.03	.70	63760
CENTURY	67165	79159	84.87	1.25	1.35	135842
REGAL	42450	50563	83.95	.79	.87	79315
LESABRE	91419	78826	116.01	1.72	1.35	144828
RIVIERA	12610	11852	106.40	.24	.20	19519
REATTA	3508	5416	76.01	.07	.08	7929
CADILLAC	149138	156502	95.37	2.79	2.68	271297
ALLANTE	1692	1728	97.92	.03	.03	4127
ELDORADO	14507	19186	75.61	.27	.32	30505
SEVILLE	21675	15541	139.47	.41	.27	23530
CHEVROLET	809139	830814	97.39	15.12	14.20	1354854
PRIZM	56096	25524	257.95	1.23	.44	70478
CELEBRITY	73981	115815	117.23	1.37	1.98	140835
LUMINA	133920	98813	499.46	2.50	1.69	101648
CORSICA	102925	131858	78.06	1.92	2.26	190467
BERETTA	62780	98294	83.87	1.17	1.68	145718
CAVALIER	167993	180070	93.29	3.16	3.05	302380
CAMARO	47157	68749	68.56	.88	1.18	98735
CORVETTE	13376	11895	112.48	.25	.20	22815
OLDSMOBILE	304147	368219	82.65	5.68	6.30	609706
CALAIS	59795	56200	106.39	1.12	.96	96960
CUTLASS CIERA	85157	118172	70.77	1.55	2.02	194161
CUTLASS	63087	60242	104.72	1.18	1.03	101593
TORONADO	880	4656	189.02	.16	.08	9765
PONTIAC	372779	412285	86.21	6.96	7.40	695437
SUNBIRD	62551	58215	107.45	1.17	1.00	102658
GRAND AM	129008	125172	103.06	2.41	2.15	208629
6000	27698	44192	62.68	.52	.76	69459
BONNEVILLE	58784	54798	70.74	1.72	.94	89399
FIREBIRD	23551	38862	60.39	.44	.67	55666
GRAND PRIX	68781	72544	94.83	1.28	1.24	119584
GEN. MTRS. CORP	1957663	2115459	91.60	36.1%	36.1%	3481611
MISC. DOMESTIC	61	86	70.93	-	-	194
OTHER IMPORTS	1820875	1772073	102.75	34.0%	30.3%	3131061
U.S. TOTAL	5354548	5864367	91.30			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '90 VS '89	% IND	
	1990		1990	1989		1990	1989
CHEVROLET	11350	26.47	140334	166549	96.58	25.14	25.73
CHRYSLER	200	.05	1657	-	-	.09	-
DODGE	39235	9.15	295532	334588	88.27	10.27	11.23
FORD	128253	29.93	845798	873898	96.78	29.40	29.36
FREIGHTLINER	2195	.51	14021	15688	89.37	.49	.53
G.M.C.	31953	7.45	207065	213776	96.86	7.20	7.18
HINO	181	.04	1277	1272	100.39	.04	.04
ISUZU	8618	2.01	67152	56630	118.45	2.34	1.90
IVECO	184	.04	1385	1212	114.60	.05	.04
JEEP	15729	3.67	116188	146561	79.28	4.04	4.92
OSHKOSH	347	.08	2577	390	660.77	.09	.01
KENWORTH	1062	.25	8821	11565	76.30	.31	.39
MACK/MIDLINER	1615	.37	10389	16209	64.80	.38	.54
MERCEDES BENZ	172	.03	1050	1241	84.61	.04	.04
MITSUBISHI FUSO	239	.06	1912	1930	99.08	.07	.07
NAVISTAR	5801	1.35	38042	45182	86.41	1.36	1.52
OLDSMOBILE	2331	.54	12334	-	-	.45	-
PETERBILT	948	.22	7889	11066	71.29	.27	.37
PLYMOUTH	14941	3.48	107898	114144	94.53	3.75	3.83
PONTIAC	2721	.63	16314	-	-	.57	-
SCANIA	5	-	68	74	86.08	-	-
UD	402	.09	1374	1112	123.56	.05	.04
VOLVO	80	.01	501	714	70.17	.02	.02
WESTERN STAR	110	.03	659	930	68.71	.02	.03
WHITEGMC	1025	.24	8036	10360	77.42	.28	.35
OTHER IMPORTS	56520	13.18	163239	347459	104.54	12.63	11.66
MISC. DOMESTIC	491	.11	2342	3361	48.39	.10	.20
U. S. TOTAL	428753		2875816	2976554	96.55		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	428169	294081	9742	956	83	3742	3388	167
CHRYSLER	1657	-	-	-	-	-	-	-
DODGE	220485	74843	-	-	-	-	-	-
FORD	445519	359524	-	14920	-	3027	15142	7666
FREIGHTLINER	-	-	-	-	-	-	-	14021
G.M.C.	96551	86276	1346	535	1339	2215	8527	296
HINO	-	-	197	-	242	302	546	-
ISUZU	60869	-	4059	416	248	1176	374	-
IVECO	-	-	875	239	125	90	-	-
JEEP	116147	41	-	-	-	-	-	-
OSHKOSH	-	7	45	1676	401	167	4	276
KENWORTH	-	-	-	-	-	-	212	8611
MACK/MIDLINER	-	-	-	-	-	536	1058	9285
MERCEDES BENZ	-	-	-	-	-	336	712	-
MITSUBISHI FUSO	-	-	1058	-	581	146	327	-
NAVISTAR	-	-	-	45	73	6205	16054	16667
OLDSMOBILE	12334	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	209	7680
PLYMOUTH	107898	-	-	-	-	-	-	-
PONTIAC	16314	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	68
UD	-	-	417	-	483	219	255	-
VOLVO	-	-	-	-	-	-	463	38
WESTERN STAR	-	-	-	-	-	-	-	659
WHITEGMC	-	-	-	-	-	-	-	8036
OTHER IMPORTS	562551	688	-	-	-	-	-	-
MISC. DOMESTIC	276	255	57	150	126	545	187	1534
TOTAL	1868754	825713	17777	19005	3509	18506	47468	74904
1989 TOTAL	1867173	895814	21877	20126	4291	20738	56024	92609
1990 vs '89	100.08	92.17	81.26	94.42	81.78	89.72	84.73	80.87

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	40068	.75	50493	.52
CHEVROLET SPECTRUM/STORM	58446	1.09	57764	.60
CHRYSLER CONQUEST	528	.01	6074	.07
DODGE COLT DL/SW	10815	.20	16765	.17
DODGE COLT VISTA SW	1661	.03	4295	.04
EAGLE MEDALLION	253	-	4222	.04
EAGLE SUMMIT	8651	.16	11908	.12
FORD FESTIVA	33345	.62	41408	.43
GM LOTUS	107	-	134	-
L-M XR4	254	-	5178	.05
L-M SCORPIO	2565	.05	5197	.05
MERCURY CAPRI	686	.01	-	-
MERCURY TRACER	11911	.22	54981	.60
PLYMOUTH COLT DL/SW	10243	.19	17340	.20
PLYMOUTH COLT VISTA SW	1656	.03	4058	.04
PONTIAC LEMANS	22255	.42	55107	.57
OTHERS	2382	.04	672	.01
TOTAL DOMESTIC SPONSORED IMPORTS	205750	3.84	284473	4.29
OTHER IMPORTS				
ACURA	82247	1.54	82180	1.41
AUDI	12352	.23	10366	.18
BMW	35968	.67	40265	.69
HONDA	414878	7.75	369096	6.31
HYUNDAI	78899	1.47	113755	1.95
INFINITI	10118	.19	-	-
ISUZU	2346	.04	10850	.19
LEXUS	31707	.59	-	-
MAZDA	130705	2.44	129514	2.22
MERCEDES BENZ	41550	.77	41185	.70
MITSUBISHI	91621	1.71	50731	.87
NISSAN	244362	4.56	272265	4.66
SAAB	14967	.28	19151	.33
SUBARU	58756	1.10	85855	1.47
TOYOTA	411415	7.68	370449	6.34
VOLKSWAGEN	75123	1.37	78626	1.31
VOLVO	54305	1.01	57446	.98
OTHERS	33772	.63	42206	.72
TOTAL OTHER IMPORTS	1820875	34.00	1772073	30.32
GRAND TOTAL ALL IMPORT CARS	2026625	37.84	2056546	34.61

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	7671	.27	18340	.62
DODGE RAIDER	1288	.04	4606	.15
CHEVROLET GEO TRACKER	18793	.65	5248	.18
OTHER IMPORTS				
ISUZU	60869	2.12	52255	1.75
MAZDA	70302	2.44	68247	2.29
MITSUBISHI	26976	.94	23130	.78
NISSAN	93676	3.26	86477	2.90
SUZUKI	9413	.33	11072	.37
TOYOTA	154035	5.36	147084	4.94
VOLKSWAGEN	5342	.19	2852	.10
OTHERS	4829	.17	2601	.09
TOTAL OTHER IMPORT TRUCKS	424108	14.75	399714	13.42
GRAND TOTAL ALL IMPORT TRUCKS	451869	15.71	427968	14.37

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY THE STATISTICAL SERVICES DIVISION OF R. L. POLK & CO. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139842	4801021
1987	10165660	4963888
1988	10479931	5211100
1989	9852617	5100195

Hispanic Buyers

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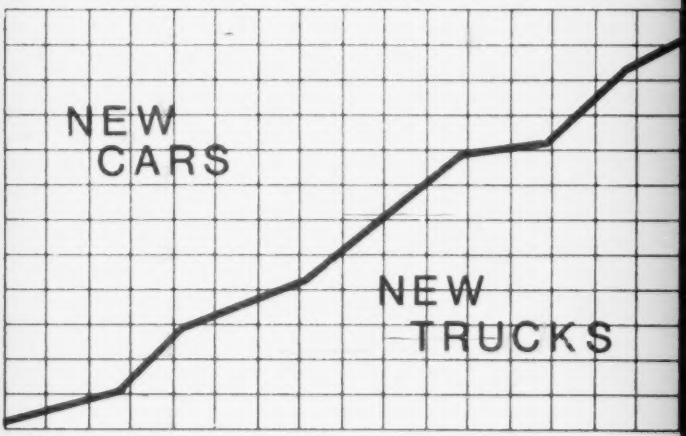
AUGUST
1990

POCKET SUMMARY

OF REGISTRATIONS



COURTESY OF

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R. L. POLK & CO.
STATISTICAL SERVICES
DIVISION

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '90 VS '89	% INC	
	1990	1989		1990	1989
CHRYSLER	13691	13872	98.74	1.76	1.97
LEBARON	7418	6981	106.26	.96	.79
NEW YORKER	4183	5525	78.55	.54	.60
5TH AVE	21	361	2.81	.11	
IMPERIAL	8			.10	
DODGE	25586	29257	58.81	2.97	4.47
DAYTONA	2704	5717	47.55	.35	.65
SHADOW	5728	9572	59.65	.74	1.09
SPIRIT	4757	4898	97.12	.61	.56
DYNASTY	5261	5693	91.79	.67	.65
ARIES	88	2732	3.15	.01	.32
PLYMOUTH	16204	24496	49.86	2.08	5.69
HORIZON	614	7295	8.42	.08	.83
SUNDANCE	4344	10805	45.76	.54	1.23
ACCLAIM	5980	6839	85.08	.76	.78
RELIANT	108	2929	3.69	.01	.33
LASER	2901	2057	140.62	.51	.23
EAGLE	5855	6648	88.07	.76	.75
PREMIER	2123	4400	82.02	.35	.50
TALON	2081	358	582.35	.27	.04
CHRYSLER CORP.	58846	92274	63.76	7.51	10.48
FORD	155456	174628	89.04	13.51	15.40
ESCORT	22191	32968	67.31	2.86	3.75
PROBE	10275	17220	59.69	1.32	1.50
MUSTANG	10499	11780	78.47	1.35	1.32
TEMPO	15401	18584	82.85	2.11	2.11
TAURUS	24186	28152	85.95	3.11	3.19
CROWN VICTORIA	9541	12154	78.52	1.24	1.38
THUNDERBIRD	7697	11188	68.80	.99	1.27
LINCOLN	20239	15543	131.51	2.60	1.74
MERCURY	35719	45751	78.07	4.61	5.19
TOPAZ	5965	7654	83.10	.77	.81
SABLE	9540	9383	105.24	1.23	1.02
COUGAR	5908	5853	59.90	.76	1.12
GRAND MARQUIS	3129	13557	68.45	.16	1.51
LINC/MERC DIV.	56236	61771	91.04	1.25	7.01
FORD MOTOR CO.	161754	197339	81.94	22.86	22.41
BUICK	44176	49213	89.76	5.69	5.59
SKYHAWK	36	458	2.45		.11
SKYLARK	5502	4514	123.65	.72	.43
CENTURY	8627	11448	93.18	1.14	1.27
REGAL	5139	6713	135.78	1.26	.76
LESABRE	13144	16139	81.46	1.63	1.83
RIVIERA	2021	1643	123.01	.26	.19
REATTA	594	635	93.54	.08	.07
CADILLAC	17848	21015	84.93	2.30	2.39
ALLANTE	259	282	91.84	.03	.03
ELDORADO	1715	2415	71.01	.22	.28
SEVILLE	2984	1256	237.58	.39	.14
CHEVROLET	114095	120275	94.86	14.67	13.65
PRIZM	10545	8069	131.17	1.36	.91
CELEBRITY	4347	8603	51.50	.56	.98
LUMINA	18311	11871	154.30	2.36	1.35
CORSICA	10682	13766	77.60	1.37	1.56
BERETTA	9050	12172	74.39	1.16	1.38
CAVALIER	19739	24954	79.11	2.54	2.84
CAMARO	8035	7966	100.84	1.03	.90
CORVETTE	1979	2555	77.45	.25	.29
OLDSMOBILE	39508	52066	75.88	5.09	5.91
CALAIS	7561	8930	84.05	.97	1.02
CUTLASS CIERA	9784	16598	58.98	1.26	1.87
CUTLASS	6436	7179	89.65	.83	.82
TORONADO	1303	661	197.13	.17	.08
PONTIAC	56694	57159	99.19	7.30	6.49
SUNBIRD	11303	8365	135.12	1.45	.95
GRAND AM	17785	17278	102.93	2.29	1.96
6000	3503	5491	63.80	.45	.62
BONNEVILLE	5386	7231	74.48	.69	.82
FIREBIRD	3928	4721	83.10	.51	.54
GRAND PRIX	9535	8326	114.52	1.23	.95
GEN. MTRS. CORP	272533	299759	90.85	35.05	34.03
MISC. DOMESTIC	6	11	54.55		
OTHER IMPORT	284030	291391	97.48	36.56	33.08
U.S. TOTAL	776935	880833	88.20		

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UNITED STATES SUMMARY R. 1-90
AUGUST 1990 ISSUED 10/90

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '90 VS '89	% IND		YEAR END
	1990	1989		1990	1989	1989
CHRYSLER	121518	145845	83.36	1.98	2.17	203352
LEBARON	60634	65602	92.43	.99	.97	92708
NEW YORKER	41979	64433	65.15	.68	.96	87244
5TH AVE	593	10453	5.67	.01	.16	11973
IMPERIAL	111	-	-	.12	-	1467
DODGE	214908	317302	67.73	3.50	4.71	454993
DAYTONA	27114	51091	46.42	.53	.76	66719
SHADOW	44858	55086	81.43	.73	.82	83575
SPIRIT	55935	44440	126.00	.91	.66	71008
DYNASTY	56559	79404	70.95	.92	1.17	111911
ARIES	2085	28119	7.41	.03	.42	35569
PLYMOUTH	159316	201851	79.22	2.61	3.00	304911
HORIZON	11457	26543	43.16	.19	.39	39894
SUNDANCE	38786	56585	68.06	.63	.85	85907
ACCLAIM	65794	53160	123.01	1.07	.79	86864
RELIANT	2515	27123	9.27	.04	.41	35702
LASER	28101	11314	248.37	.46	.17	18839
EAGLE	39590	48945	81.09	.65	.73	70891
PREMIER	11904	30734	38.73	.19	.46	42983
TALON	7887	-	-	.13	.00	5909
CHRYSLER CORP.	535687	711954	75.23	8.74	10.61	1034153
FORD	877016	1065162	81.36	14.23	15.84	1528647
ESCORT	179765	246833	75.35	2.93	3.55	344260
PROBE	83164	95715	86.91	1.36	1.42	135545
MUSTANG	82673	124127	66.60	1.35	1.85	164364
TEMPO	143989	159253	90.42	2.35	2.37	234595
TAURUS	204609	243958	83.87	3.32	3.62	351036
CROWN VICTORIA	73502	74816	98.24	1.20	1.11	108393
THUNDERBIRD	67375	81199	82.98	1.10	1.21	120801
LINCOLN	150505	131169	114.74	2.45	1.95	197971
MERCURY	255781	328116	77.94	4.15	4.88	468165
TOPAZ	50728	61426	82.58	.83	.91	86449
SABLE	81246	80099	78.95	1.03	1.19	112277
COUGAR	53367	68526	77.88	.87	1.02	99117
GRAND MARQUIS	68654	76675	89.54	1.13	1.14	111681
LINC/MERC DIV.	407443	458835	87.00	6.65	6.36	676951
FORD MOTOR CO.	1282456	1523997	83.50	20.88	22.20	2205598
BUICK	346229	376396	91.98	5.65	5.60	550000
SKYHAWK	824	13939	5.70	.01	.21	17453
SKYLARK	60989	45976	133.99	.99	.68	63768
CENTURY	75992	90287	84.17	1.24	1.34	135848
REGAL	51585	57256	90.04	.84	.85	79315
LESABRE	104551	94751	110.34	1.71	1.41	144828
RIVIERA	14831	13455	108.42	.24	.20	19319
REATTA	4102	5251	78.12	.07	.08	7929
CADILLAC	167185	177598	94.14	2.73	2.64	271297
ALLANTE	1951	2010	97.06	.03	.03	3112
ELDORADO	18222	21601	75.10	.28	.32	30505
SEVILLE	24659	16797	146.81	.41	.25	23630
CHEVROLET	923234	951109	97.07	15.06	14.14	1354854
PRIZM	76641	33563	227.67	1.25	.50	70478
CELEBRITY	24908	12458	20.02	.41	.185	140835
LUMINA	152237	38584	395.54	2.48	.58	101648
CORSICA	113601	145624	78.01	1.85	2.17	190467
BERETTA	71810	110466	65.01	1.17	1.64	145718
CAVALIER	187792	205034	91.59	3.06	3.04	302300
CAMARO	55758	67615	82.42	.90	1.14	98135
CORVETTE	15681	14260	109.38	.26	.21	22815
OLDSMOBILE	343855	420305	81.81	5.61	6.25	609708
CALAIS	67354	65198	103.31	1.10	.97	96960
CUTLASS CIERA	92941	134162	68.87	1.52	2.01	194161
CUTLASS	69523	67421	103.12	1.13	1.00	101593
TORONADO	10104	5317	190.03	.16	.08	9765
PONTIAC	429473	489444	87.75	7.00	7.28	695437
SUNBIRD	73854	66578	110.93	1.20	.99	102658
GRAND AM	145793	142450	103.05	2.39	2.12	208629
6000	31201	49683	62.80	.51	.74	69459
BONNEVILLE	44150	62029	71.18	.72	.92	89399
FIREBIRD	27459	43689	62.85	.45	.65	55666
GRAND PRIX	78526	80870	96.85	1.28	1.20	119484
GEN. MTRS. CORP	2209995	2415198	91.50	36.05	35.91	3481611
MISC. DOMESTIC	64	97	69.07	-	-	194
OTHER IMPORT	210876	236364	102.01	34.33	30.68	3131061
U.S. TOTAL	6131481	6726220	91.16			9852617

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	%	YEAR TO DATE		% '90	% IND	
	1990	IND	1990	1989	VS '89	1990	1989
CHEVROLET	10994	26.23	850328	887302	95.83	25.81	25.94
CHRYSLER	25	.06	1892	2	-	.06	-
DODGE	5205	8.16	329557	376243	87.59	10.00	11.00
FORD	12298	29.33	968778	996966	97.17	29.39	29.15
FREIGHTLINER	186	.44	15884	17767	89.40	.48	.52
G.M.C.	3512	7.94	240375	247493	97.12	7.29	7.24
HINO	24	.06	1518	1455	104.33	.05	.04
ISUZU	960	2.18	76512	66020	115.59	2.32	1.93
IVECO	284	.07	1673	1424	117.49	.05	.04
JEEP	1672	3.71	131760	169326	77.81	4.00	4.95
OSHKOSH	38	.09	2358	441	670.75	.09	.01
KENWORTH	1688	.40	105111	130594	80.52	3.32	3.18
MACK/MIDLINER	1264	.30	12253	18071	67.80	.37	.53
MERCEDES BENZ	185	.04	1755	1419	81.40	.04	.04
MITSUBISHI FUSO	24	.06	2123	2243	94.62	.06	.07
NAVISTAR	1262	.77	46304	51052	81.26	1.41	1.55
OLDSMOBILE	2578	.61	14872	-	-	.45	-
PETERBILT	1331	.32	9222	12424	74.25	.28	.36
PLYMOUTH	1304	3.11	120938	129110	93.67	3.67	3.78
PONTIAC	2726	.65	19040	-	-	.58	-
SCANIA	2	-	70	85	82.35	-	-
UD	176	.04	1543	1290	120.08	.05	.04
VOLVO	46	.01	547	768	71.41	.02	.02
WESTERN STAR	66	.02	705	1025	68.78	.02	.03
WHITEGMC	953	.23	8993	11464	78.50	.27	.34
OTHER IMPORTS	9970	2.11	72409	70785	104.35	12.82	11.84
MISC. DOMESTIC	521	.12	3441	6864	50.15	.10	.20
U. S. TOTAL	41934		3295159	3420095	96.35		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
CHEVROLET	49696	33328	11250	1110	92	650	3812	191
CHRYSLER	1892	-	-	-	-	-	-	-
DODGE	245776	53761	-	-	-	-	-	-
FORD	517815	40268	16934	-	-	3774	17197	8683
FREIGHTLINER	-	-	-	-	-	-	-	15884
G.M.C.	112811	111014	1567	624	1445	313	9444	336
HINO	-	-	235	-	288	377	648	-
ISUZU	69746	-	4552	468	271	1269	400	-
IVECO	-	-	1062	355	150	108	-	-
JEEP	131712	48	-	-	-	-	-	-
OSHKOSH	-	10	70	1900	485	191	4	296
KENWORTH	-	-	-	-	-	-	250	10261
MACK/MIDLINER	-	-	-	-	-	707	1189	10357
MERCEDES BENZ	-	-	-	-	-	365	790	-
MITSUBISHI FUSO	-	-	1168	-	420	175	355	-
NAVISTAR	-	-	-	59	81	7800	19592	18672
OLDSMOBILE	14872	-	-	-	-	-	-	-
PETERBILT	-	-	-	-	-	-	221	9001
PLYMOUTH	120938	-	-	-	-	-	-	-
PONTIAC	19040	-	-	-	-	-	-	-
SCANIA	-	-	-	-	-	-	-	70
UD	-	-	458	-	537	256	288	-
VOLVO	-	-	-	-	-	-	509	38
WESTERN STAR	-	-	-	-	-	-	-	705
WHITEGMC	-	-	-	-	-	-	-	8999
OTHER IMPORTS	42167	775	-	-	-	-	-	-
MISC. DOMESTIC	129	275	42	185	136	434	245	1795
TOTAL	2152780	333281	20780	21542	3911	23245	55054	85288
1989 TOTAL	1995	224134	25131	24865	4751	24690	64710	104044
1990 VS '89	100.1	91.1	81.16	94.55	82.32	94.13	85.05	81.97

MANUFACTURERS' SALES RECORDS ARE USED IN COMPILING CALIFORNIA IN 1990

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1990		YEAR TO DATE 1989	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
CHEVROLET SPRINT/METRO	50577	.82	34745	.52
CHEVROLET SPECTRUM/STORM	64521	1.05	44264	.66
CHRYSLER CONQUEST	559	.01	1826	.03
DODGE COLT DL/SW	12761	.21	20565	.31
DODGE COLT VISTA SW	1801	.03	4893	.07
EAGLE MEDALLION	272	-	4153	.06
EAGLE SUMMIT	9451	.15	13686	.20
FORD FESTIVA	37918	.62	47440	.71
GM LOTUS	119	-	164	-
I-M XR4	251	-	3594	.05
I-M SCORPIO	2830	.05	6456	.08
MERCURY CAPRI	2156	.04	-	-
MERCURY TRACER	15618	.25	41330	.62
PLYMOUTH COLT DL/SW	11868	.19	19455	.29
PLYMOUTH COLT VISTA SW	176	.03	4566	.07
PONTIAC LEMANS	27475	.45	36879	.51
OTHERS	2631	.04	6229	.01
TOTAL DOMESTIC SPONSORED IMPORTS	262573	3.96	288366	4.29
OTHER IMPORTS				
ACURA	95712	1.56	95746	1.42
AUDI	14165	.23	12596	.19
BMW	33616	.55	45691	.68
HONDA	478336	7.81	451845	6.42
HYUNDAI	90651	1.48	129451	1.92
INFINITI	11953	.19	-	-
ISUZU	2795	.05	12652	.19
LEXUS	37526	.61	-	-
MAZDA	151896	2.48	151560	2.25
MERCEDES BENZ	45412	.74	47667	.71
MITSUBISHI	100326	1.64	59185	.88
NISSAN	282889	4.62	318272	4.73
SAAB	18167	.30	23214	.35
SUBARU	70034	1.14	96651	1.44
TOYOTA	417148	1.79	434556	6.46
VOLKSWAGEN	85139	1.39	85989	1.28
VOLVO	63563	1.04	67735	1.01
OTHERS	38627	.63	48677	.72
TOTAL OTHER IMPORTS	2104875	34.35	2065464	30.68
GRAND TOTAL ALL IMPORT CARS	2367448	38.63	2353830	34.97

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
DODGE RAM 50	8425	.25	20587	.60
DODGE RAIDER	1351	.04	5565	.16
CHEVROLET GEO TRACKER	21953	.67	5974	.17
OTHER IMPORTS				
ISUZU	69546	2.10	61026	1.78
MAZDA	80964	2.45	79044	2.31
MITSUBISHI	30776	.93	26725	.78
NISSAN	108588	3.29	100487	2.94
SUZUKI	10480	.32	19079	.56
TOYOTA	181705	5.51	173108	5.06
VOLKSWAGEN	4473	.14	5550	.16
OTHERS	5523	.17	2990	.09
TOTAL OTHER IMPORT TRUCKS	491755	14.92	465809	13.62
GRAND TOTAL ALL IMPORT TRUCKS	525486	15.89	498835	14.56

UNITED STATES SUMMARY

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YEAR	CARS	TRUCKS
1985	10888608	4675192
1986	11139642	4801021
1987	10165060	4963868
1988	10479931	5211100
1989	9852617	5100195

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